



ABA English appoints Gino Micacchi CPTO, a new user-centric executive role

Barcelona, May 2017 – Gino Micacchi has been appointed **Chief Product and Technology Officer (CPTO)** of **ABA English**, the Barcelona-based online language school with millions of students worldwide. Gino is the first executive to **hold these two key positions in the Ed Tech company**, pioneering a unique and strategic role where **product vision and technological development converge** under one management to focus on users' needs.

Gino Micacchi will be in charge of optimising the technological products of **ABA English**, already a major international player of the thriving EdTech industry. ABA English's 15 million-plus students from around the world learn English with a unique and effective methodology based on high-quality videos, delivered online both via web and on mobile devices through iOS and Android apps..

*"I'm thrilled to join ABA English and such a professional team", stated **Gino Micacchi**. "I'm motivated by the challenge to help take the product to the next level, especially one that has already been proven empirically to be highly effective in teaching English online."*

Technology and business vision

As a telecommunication **engineer** with an **executive MBA** from the SDA Bocconi in Milan, Gino Micacchi brings a valuable combination of high technological expertise and a fine sense of business strategy. With over 14 years of professional experience, he joins ABA English after leading product development for 6 years at **Softonic**, first as product management head and later as product VP. Gino is well skilled in all phases of the life cycle of technological products, from ideation to development and launch, including definition of sales strategy and business plans.

Before Softonic he worked as a product and technology consultant in Milan for BeMyEye and Musixmatch, and as an investment adviser for 360 Capital Partners. In the early days of his career he **founded Mobnotes**, a social app based on geolocation that was a finalist at the 2008 edition of Techcrunch's TC50 competition. He was also a partner and technological director for two other digital products and services in Italy.

*"Gino is going to play a key role with this team in successfully dealing with the many technological challenges that lie ahead, ensuring our students continue to learn English anytime, anywhere", said **Javier Figarola**, CEO.*

About ABA English

ABA English's +15 million students benefit from the online school's unique methodology based on contextual learning, which translates the principles of intuitive and natural mother-tongue learning to the digital world, using films specially developed for learning English that improve the user experience





on any platform. Since its launch in 2013 ABA English has made its mark as a non-traditional start-up and its learning method has been recognized internationally. The company was awarded Best Educational App 2015 by Reimagine Education (awards known as the 'Oscars of education') and the app is been frequently featured in Google and Apple's app stores, plus being named by Google as "Best of 2016".

Among other academic agreements with top educational institutions, ABA English recently partnered with Cambridge English Language Assessment to become the first completely digital academy to be authorized to issue official Cambridge English certificates. Based in Barcelona, ABA English stands out for its multinational and multidisciplinary character. Around 90% of students are located outside of Spain and its more than 70 employees come from 20 different countries and fields of expertise. For more information visit www.abaenglish.com or the [AppStore](#) or [GooglePlay](#) for mobile devices.