

# **Valitor continues acquisition spree with appointment of Managing Director and Chief Marketing Officer**

Submitted by: Dais Comms

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Valitor, a leading European payment solutions company, rounds off a summer of acquisitions with the appointment of Camilla Sunner as Managing Director, Global Partnerships and Dr. Christine Bailey as Chief Marketing Officer. This follows its acquisition of IPS Ltd in May and Chip and Pin Solutions Ltd in July. The appointees are based in London and have a remit to sustain triple digit growth and establish Valitor as a leading brand across Europe.

Camilla joins Valitor from Barclaycard, where she was Head of Private Sector for Global Commercial Payments, hired in the aftermath of the 2009 banking crisis. She brings a wealth of international experience across financial services and technology. Throughout her career she has driven change and built sustainable B2B businesses that delivered profitable growth. She began her career as a management consultant at McKinsey & Company, was Commercial Director at Computacenter Plc, created an Asian expansion strategy for Tetra Pak and increased the competitiveness of Ghanaian industry for the American NGO Technoserve.

Camilla has served as a trusted advisor on several boards. Newly created industry body UK Finance has asked Camilla to join their Acquiring Advisory Committee. She has previously served on the advisory boards of Union Pay International and Visa as well as being a non-executive Director for Digital Links, a charity providing affordable IT to developing countries.

Dr. Christine Bailey joins Valitor as Chief Marketing Officer, bringing over 25 years' pan-European experience of business to business marketing in the technology sector. She has successfully led European marketing teams at scale for large companies such as Hewlett-Packard and Cisco Systems, as well as built marketing functions for smaller companies.

Christine is a respected thought leader and speaker, most notable for her TEDx Talk 'Unconventional Career Advice' and regular blogs for Forbes Woman. At Cisco Systems she was also the Global & EMEAR co-lead for Connected Women. She has built an audience of 14k followers on Twitter @christinebailey.

"I'm really excited to be joining Valitor at this point in its journey", said Christine Bailey.

"Modern marketing is about making impact - drawing on customer insights, technology, digital and social, revenue marketing and serving up engaging, relevant content. Valitor has an amazing culture that is innovative, no-nonsense and focused on customer intimacy - all things I love!"

Vidar Thorkelsson, CEO of Valitor, added "we've hired some of the very best talent to drive our international expansion and grow the business to the next level. Crucially it also supports the company's commitment to a balanced and diverse workplace. Camilla and Chris bring more than just a wealth of business experience – they're leading advocates of women in business. Diversity is good for business and we're delighted to add two senior female leaders to our management team", concluded Thorkelsson.

Camilla holds an M.Sc. in Chemical Engineering which she completed at Lund Institute of Technology (LTH) in Sweden and UC Berkeley in California. She has lived in six countries across three continents, is bi-lingual in Swedish and English and speaks French. Camilla has two young children with her long-term partner, Andrew, who works in the city.

Christine holds a bachelor's degree in German & Business Studies from Warwick University and a doctorate (DBA) in customer insight from Cranfield School of Management in the UK. She has lived in Germany and speaks fluent German, some French and Norwegian. She is a single parent with a nine-year old daughter.

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Valitor ([www.valitor.com](http://www.valitor.com)) is an international payment solutions company who helps partners, merchants and consumers to make and receive payments. Leveraging 34 years' experience, it provides issuing, acquiring and gateway services to partners and merchants across Europe. Valitor improves cash flows through next day settlements, increases financial control through real time reporting and analytics, as well as reduces risk of fraud. Valitor is head-quartered in Iceland with a strong presence in London, UK and Copenhagen, Denmark. It operates with an EMI license under the FCA as well as a full cross-border EEA credit license in Iceland.

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