

# **mGage appoints former Oracle Consultant to lead operator and client relations**

Submitted by: XL Communications

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11, June 2019: mGage (<https://uk.mgage.com/>), an industry-leading mobile engagement provider, has named Sheyla Rojo as its new Director of Technical Program Management and Mobile Operator Relations. With more than a decade of experience in the European mobile and telecommunications industry, Sheyla will support mGage in strengthening its collaboration with partners and management of technical solutions for customers.

Sheyla has held diverse roles in commercial, engineering, product and operational teams at leading technology companies, including: OpenMarket and Oracle. With experience spanning engineering and business development roles in the mobile industry, Sheyla has developed a winning combination of technical and business acumen.

"We are very pleased to have attracted someone of Sheyla's calibre, track record and future potential," comments mGage's European Vice President Nick Millward. "We have invested significantly in our technical infrastructure and product innovation over the past five years and excitement is building around our new Rich Communications Services (RCS) messaging solution. Sheyla's extensive experience in managing European operator and client relationships will prove invaluable as we expand into new territories and communicate the true value of mobile messaging to businesses."

Priyank Parikh, Senior Director of Global Solutions Engineering & TPM at mGage adds; "As someone who has successfully managed operator and client relationships previously and is well versed with the nuances of the EU/UK mobile messaging, Sheyla is the perfect candidate to lead our renewed focus on strengthening operator and client relationships across Europe."

Of her appointment, Sheyla Rojo says; "I am incredibly excited to be joining mGage at such a key stage in its growth and development. The company has taken huge strides with mobile innovation and RCS activity in recent years and I look forward to communicating these successes with operators and partners across Europe."

Sheyla has already started her new role at mGage and will be based at its UK headquarters in Waterloo, London.

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About mGage:

mGage (<https://uk.mgage.com/>) is a global mobile engagement provider helping brands create powerful and interactive connections with customers. We partner with enterprises to deliver high volume time-sensitive promotional and transactional messages across key messaging channels including SMS, Push and RCS. We serve 1,000+ enterprises and are a trusted connection for more than 600 carriers across the

globe. Our broad and deep expertise in the ever-changing mobile technology industry makes us sought-after experts, trusted advisors and the go-to partner for innovative companies that look to use mobile to their best competitive advantage. For more information, visit [mGage.com](https://mGage.com).