



# Benckiser-Roth appoints Paul Wei as Global Head of e-Commerce Solutions

*Benckiser-Roth announces today that it has appointed Paul Wei as Global Head of e-Commerce Solutions.*

ASEM CENTER 159-1 SAMSEONG-DONG , GANGNAM-GU , SOUTH KOREA, May 22, 2015

[/EINPresswire.com/](http://EINPresswire.com/) -- Paul will join the [Benckiser Roth](#) Executive Management team and report to CEO, Song J. Hangen



Benckiser-Roth.com is committed to excellence.

*Benckiser-Roth*

As Head of e-Commerce Solutions, Paul will be responsible for growing Benckiser Roth's liquidity distribution including its white label and aggregation services.

Paul joins Benckiser Roth following 10 years at a renowned

investment bank, first as Global Head of Electronic Trading, where he led the drive towards e-commerce solutions and built both the electronic trading business and the aggregation service. He then moved to become Head of Marketplaces for Asia, with responsibility for revenues across trading platforms and information products in the entire Asia Pacific region. Paul's tenure at the investment bank followed six years at an asset management firm where, among other projects, he was responsible for the launch of the first public-internet-delivered single-bank FX trading platform. Commenting on the appointment, Song J. Hangen, CEO of Benckiser Roth, said: "With 15 years' experience, Paul's deep knowledge of both FX and electronic trading is going to be crucial in ensuring Benckiser Roth provides its customers worldwide with innovative and world class e-commerce solutions. We are delighted Paul is joining Benckiser Roth at this exciting time and helping to take the business to the next level."

Paul Wei, Global Head of e-Commerce Solutions at Benckiser Roth, said: "Momentum is building in Benckiser Roth with the launch of cost-effective end-to-end solutions and products, such as Benckiser Roth Direct, that create real value for customers. I'm looking forward to leading the development of an e-commerce offering that will enable our customers to remain highly competitive, as Benckiser Roth itself grows as a multi-product business."

## About Benckiser Roth

Benckiser Roth is committed to excellence. The commitment to partnership with each of our customers is based on the concepts of high quality personal service and cutting-edge innovation. The company is working relentlessly to bring to its clients superior market access, hardworking insights and powerful trading and hedging solutions. It's the company's mission, and it's why clients have relied on Benckiser Roth to help them capitalize on new opportunities in the world's ever-changing financial markets. Clients have access to Benckiser Roth's broad range of market information and trade ideas and to a complete and professional investment team that is relentlessly covering the Pan-Asian area.

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