

SHOPLINE Appoints Ruo Yang as Chief Financial Officer

SHOPLINE Appoints Ruo Yang as CFO to Drive Global Expansion Strategy, Unveiling Plans at Re-Imagine Summit in London

LONDON, UNITED KINGDOM, September 7, 2023 /EINPresswire.com/ -- SHOPLINE, the leading modern commerce platform, is delighted to announce the appointment of Ruo Yang as its new Chief Financial Officer. With a distinguished career spanning more than two decades in the technology sector, Ruo Yang brings a wealth of financial expertise to the company, and will be showcasing the company's roadmap for global expansion along with exclusive announcements in London on October 5th, at Re-Imagine, the first modern commerce summit. This event will be hosted by SHOPLINE UK, and will take place at the historic Amazing Grace in London Bridge.



SHOPLINE Welcomes Ruo Yang as CFO

Having played a pivotal role in shaping the financial strategy and growth of organisations across the US and Asia-Pacific region, Ruo Yang's experience in senior financial leadership roles has made him an influential figure in the digital transformation industry. Ruo Yang's journey to corporate CFO positions began after an 11-year tenure at Citigroup's Investment Banking Division from 2010 to 2021. During this time, he ascended to the role of Managing Director of Citigroup APAC TMT Investment Banking. His achievements as a tech investment banker facilitated technology companies across APAC to propel their growth initiatives, delivering exceptional results raising funds from the US and Hong Kong stock markets while providing valuable counsel on a wide spectrum of M&A transactions.

"We will be thrilled to welcome Ruo Yang as Chief Financial Officer of SHOPLINE in person during

our modern commerce summit in October," said Deepak Anand, General Manager at SHOPLINE UK. "His extensive experience in the technology sector and proven track record in financial leadership will be instrumental in driving our company's financial strategy and growth journey. We believe that Ruo's expertise will be a valuable asset as we continue to innovate and expand our e-commerce platform as the leading modern commerce solution for enterprise retailers and brands."

On joining SHOPLINE, Ruo Yang added, "I am honoured to join SHOPLINE as Chief Financial Officer. This is an exciting time for the company, and I look forward to leveraging my experience to contribute to its continued success. The access to technology and talent in London make the ideal base from which to roll out SHOPLINE's next phase of its global expansion strategy while scaling its vision in line with the huge opportunities and expectations of the digital commerce industry. I very much look forward to attending the Re-Imagine summit in London to connect with the executive team and to share our long-term, sustainable growth vision."

Ruo Yang's appointment marks a significant milestone for the global SHOPLINE brand as it continues to strengthen its position in the e-commerce industry. His vision, strategic insights, and financial stewardship incorporates SHOPLINE as the premier choice for sellers seeking success through high-growth channels, and for those aspiring to reach a broader audience with unparalleled customer experiences.

About SHOPLINE:

Founded in 2013, SHOPLINE was a member of the Silicon Valley-based 500 Startups accelerator in 2014, and has become one of Asia's largest and fastest growing commerce Software-as-a-service and solution providers. The SHOPLINE platform offers a rich ecosystem of technologies, resources and partners that empowers merchants to succeed. Merchants leverage SHOPLINE's omnichannel solutions for e-commerce, social commerce and point-of-sales to sell their products and services around the world. To date, SHOPLINE has helped over 500,000 brands scale their retail businesses.

For more information, visit <http://uk.shopline.com>

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