

XS.com Appoints Rakhi Raje as Influencer Marketing Manager

UNITED ARAB EMIRATES, April 1, 2026 /EINPresswire.com/ -- XS.com, the award-winning global FinTech and financial services provider, proudly announces the appointment of Rakhi Raje as its new Influencer Marketing Manager. This strategic appointment underscores the company's commitment to strengthening its global brand presence, enhancing digital engagement, and accelerating growth through innovative influencer-driven strategies.

As XS.com continues to expand its international footprint, the Global Multi-Asset Broker is building on strong momentum across key global markets. With a growing client base, advanced trading solutions, and a robust

operational framework, XS.com is well positioned to capitalize on emerging opportunities within the global financial services and online trading industry.

The appointment also reflects XS.com's increasing focus on influencer marketing as a core growth channel. By leveraging data-driven strategies, strategic partnerships with global influencers, and a performance-oriented approach, the company aims to enhance brand visibility, improve client acquisition, and drive measurable engagement across regions.

Rakhi Raje joins XS.com with solid experience in marketing and influencer engagement within the online trading and financial services sector. Prior to joining XS.com, she held roles in leading firms including XM, where she contributed to influencer marketing initiatives and digital growth strategies across multiple markets. Her expertise spans influencer relationship management, campaign execution, digital marketing strategy, and brand positioning, enabling her to deliver impactful and scalable marketing outcomes.



"I am excited to join XS.com at such an exciting stage of its global expansion," said Rakhi Raje, Influencer Marketing Manager at XS.com. "I look forward to building strong partnerships, driving innovative influencer campaigns, and contributing to the company's continued growth by connecting with audiences in meaningful and impactful ways."

In her new role, Rakhi will focus on expanding XS.com's global influencer network, strengthening strategic collaborations, and optimizing performance-driven campaigns across key markets. Her appointment further reinforces the company's commitment to adopting modern, scalable marketing strategies that align with evolving digital trends.

Wael Hammad, Chief Commercial Officer of XS.com, commented:

"We are delighted to welcome Rakhi Raje to XS.com. Her expertise in influencer marketing and digital strategy makes her a valuable addition to our team. We are confident that her leadership will help strengthen our brand presence and support our continued global expansion."

With Rakhi Raje leading the influencer marketing function, XS.com is well positioned to further enhance its standing within the global online trading and FinTech sector. This appointment reflects the company's ongoing investment in forward-thinking talent and sustainable growth strategies.

XS.com, has recently been recognized with a range of awards that have validated its mission to empower traders with the knowledge and tools they need to thrive in the dynamic world of trading, including The Best Finfluencers Support Award.

XS.com Company [Review](#)

The XS Group (operating under brand name "XS" or "XS.com") is a Global Multi-Asset Broker providing access to trade a wide range of financial products.

Established in Australia in 2010, XS.com has grown into a global market leader in the FinTech, financial services and online trading industry with licences in various jurisdictions and offices in different locations around the globe.

XS.com offers traders, institutional investors and brokers worldwide access to deep institutional liquidity and advanced trading technology, combined with an efficient user experience, high-quality relationship management and excellent customer support.

Risk Warning: Our products are traded on margin and carry a high level of risk and it is possible to lose all your capital. These products may not be suitable for everyone, and you should ensure that you understand the risks involved.

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