



CAPEX.COM ELEVATES GEORGE PAVEL TO GENERAL MANAGER

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Abu Dhabi-based global broker CAPEX.com has promoted George Pavel to an expanded role as General Manager, according to information made public on his LinkedIn profile.



Having joined CAPEX.com in 2017 as head of sales based in Bucharest, Romania, Pavel quickly rose through the ranks, culminating in with his recent elevation. He brings to the role more than six years of experience spanning multiple functions including sales, partnerships, and business development.

Pavel was appointed Head of Sales in Abu Dhabi in 2020 and then took on the role of Head of Partnerships in March 2023. In this position, he was tasked with managing and developing the partnership team, while also fostering relationships with CAPEX.com partners. While there, Pavel played a key role in executing partner campaigns, conducting market analysis, and monitoring partner performance.

In this new role as General Manager, Pavel will assume responsibility for overseeing the overall operations and growth of CAPEX.com.

"In this role, I'll be leading a talented team and working to drive growth and innovation for the company. Capex.com is a dynamic organization that is committed to providing exceptional service to its clients and creating new opportunities in the financial industry. I look forward to connecting with my new colleagues and partners, as well as staying in touch with my professional network. Thank you all for your support and encouragement as I embark on this exciting new chapter in my career," Pavel wrote in LinkedIn post.

The new appointment comes a few months after CAPEX.com expanded its regulatory profile in the MENA region. Most recently, the company received in-principle approval to conduct a full spectrum of virtual assets business in Abu Dhabi, the firm's CEO announced today.

The license allows its parent, KeyWay Markets Ltd, to bring the CAPEX.com brand closer to clients in the Middle East, with major focus to the United Arab Emirates. The in-principle approval for its crypto business comes to complete the picture as the company already holds the ADGM FSRA license to offer traditional financial services.

The CAPEX.com brand, which received its first license in 2016, is currently providing services across Europe, the Middle East, South Africa, Latin America, and South-East Asia. The company's regulatory catalogue encompasses licenses from the Cyprus Securities and Exchange Commission, Abu Dhabi Global Market Financial Services Regulatory Authority, and the Financial Sector Conduct Authority in South Africa.

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Binance Markets Limited (BML), the UK subsidiary of the world's largest cryptocurrency exchange, has officially canceled its unused permissions granted by the Financial Conduct Authority (FCA).



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