

Peter Caparso Joins BlueSnap as Chief Commercial Officer

Following \$50M in Funding, BlueSnap Hires Former Adyen Executive to Grow Global Sales

WALTHAM, MA – January 13, 2015 – Global payment gateway [BlueSnap](#) announced today that Peter Caparso, former President of North America at Adyen who was responsible for establishing Adyen’s U.S. operations, has joined BlueSnap as Chief Commercial Officer. Caparso will be responsible for expanding BlueSnap’s customer base and increasing revenue.

A payments and eCommerce executive with over 25 years of experience, Caparso comes to BlueSnap with a track record of building and managing successful technology companies. Prior to joining BlueSnap, Caparso served as Head of North America at Adyen for six years. During his tenure at Adyen, Caparso oversaw the creation of multiple U.S. offices and deals with numerous mid-size, large and Fortune 500 merchants.

Before joining Adyen, Caparso was EVP of Sales, Business Development and Account Management, North America at the Royal Bank of Scotland (RBS) where he oversaw the eCommerce commercial operations. He began his career in payments technology at Bibit, which was acquired by RBS in 2004. Caparso holds a BA in Economics from Villanova University and a MBA from Boston College.

“I’m extremely excited to join the fast-paced environment at BlueSnap,” said Caparso. “With the recent \$50M round, the company is on a turbo growth projection, and I am pleased to be given the opportunity to add to our ongoing expansion. I am also thrilled to be joining BlueSnap’s savvy and experienced management team. They combine a unique set of payments and technology knowledge with a deep commitment to customers that sets BlueSnap apart from the competition.”

“With Peter’s extensive global payments expertise, he will be invaluable for accelerating BlueSnap’s growth,” said Ralph Dangelmaier, CEO of BlueSnap. “Our smarter payment gateway is the best in the market at helping our merchants sell their products and services cross border. We look forward to Peter building the BlueSnap brand and driving our future success as we continue to add more customers and evolve our global payment gateway ahead of the industry.”

About BlueSnap

BlueSnap is a smarter global payment gateway powering the checkout process for eCommerce merchants worldwide, and fueling growth for online businesses reaching global markets. BlueSnap has reinvented and optimized the checkout experience by combining intelligent payment routing, frictionless one-click checkout, cross-border payments, award-winning Smart Subscriptions, multiple integration options and dynamic eCommerce tools. With over 10 years of experience serving merchants around the globe, BlueSnap is fulfilling its promise to convert more shoppers to buyers worldwide. Learn more at www.bluesnap.com.

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