

## **BlueSnap Expands the UK Team**

*The team will support the rapid growth of customers of the Powered Buy Platform™ in the UK and European market.*

**WALTHAM, MA – December 1, 2016** – BlueSnap is pleased to announce that Brad Hyett has joined as Managing Director for Europe, bringing a unique background of acquiring, gateway and alternative payments experience to help continue the company's growth.

As announced in June, BlueSnap is experiencing triple digit growth in Europe, spurred by the rapid expansion of mobile commerce. The BlueSnap Powered Buy Platform™ gives merchants the ease of integration of a flexible, consolidated API enhanced with the power of the industry's leading global acquiring bank network. Built into this feature-rich platform are all the payment technologies a merchant needs to sell globally.

"I am excited to be part of the BlueSnap team and to further expand our reach in the European market. The Powered Buy Platform has the capabilities European merchants need to sell successfully cross-border," said Brad Hyett, Managing Director of BlueSnap.

Recently, BlueSnap announced local processing capabilities throughout the US, Canada, the EU and LATAM – with easy integration through one API, one merchant account and one underwriting process.

"BlueSnap is uniquely positioned in the market to allow merchants of all sizes to solve online checkout, invoice payments and marketplaces with our Powered Buy Platform," said Ralph Dangelmaier CEO, at BlueSnap. "We are excited to have Brad on board to get this functionality into the hands of the European merchants that need it to help them grow sales faster."

Having previously worked at Worldpay, Brad has in-depth knowledge about the acquiring needs of Tier 1 high street names. Following that, he was responsible for new business at The Logic Group (a Barclaycard payment service provider), focusing on European top tier payment solution requirements. Most recently, he launched SlimPay, a French direct debit provider into the UK and Irish markets.

In his role at BlueSnap, Brad will oversee all aspects of the European go-to-market operation and the growth of the team to meet the surge in demand. He will be based at BlueSnap's European headquarters in Central London.

### **About BlueSnap**

*BlueSnap is a global payments technology company that optimizes global, mobile checkout and drives higher payment conversions for eCommerce merchants worldwide. Their Powered Buy Platform fuels the growth for businesses eager to serve the global consumer and take advantage of the incremental sales opportunities that they represent. Learn how BlueSnap is fulfilling its promise to eliminate friction and convert more shoppers to buyers worldwide at [home.bluesnap.com](http://home.bluesnap.com)*

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