

ETORO HIRES EUROPEAN HEAD OF PR & COMMUNICATIONS

Global multi-asset investment platform eToro has appointed Emma Davidson as European Head of PR and Communications. She joins in a newly created role that signals eToro's continued growth.

Davidson, who joined eToro in late February, moves from alternative finance platform, Cogress, where she was responsible for building the UK PR function. She started her career in journalism and spent a number of years working as a communications consultant for startups before moving client-side with roles at FXTM and then Cogress. In this new role, she will be responsible for managing and developing PR and communications activity across Europe and will report to Global Head of PR and Communications, Amy Butler.

Amy Butler said, *"We are delighted to welcome Emma to our growing in-house team. Despite entering our 13th year of business, eToro operates with an agile, startup mindset and her experience with early-stage businesses is a welcome addition. The inhouse team and global network of PR agencies were founded with my hire almost two years ago. The creation of this latest role shows the value the business places on communication and reflects eToro's aggressive growth goals for 2020 and beyond."*

Emma Davidson said, *"It's an incredibly exciting time to be joining this high-performing team. eToro has a clear vision of opening up the financial markets to all and a leadership team committed to delivering investment products which democratise investing such as commission free stocks. I am very much looking forward to playing a part in eToro's continued growth and success across Europe."*

The eToro platform enables people to invest in the assets they want, from stocks and commodities to cryptoassets. They can also choose how they invest either trading directly, copying another investor or investing in a portfolio. eToro is the only regulated platform where investors can hold traditional instruments such as stocks or commodities alongside 'new' assets such as bitcoin. eToro acts as a bridge between the old world of investing and the new.

ENDS

[About eToro](#)

eToro was founded in 2007 with the vision of opening up the global markets so that everyone can invest in a simple and transparent way. The eToro platform enables people to invest in the assets they want, from stocks and commodities to cryptoassets. We are a global community of more than ten million registered users who share their investment strategies; and anyone can follow the approaches

of those who have been the most successful. Due to the simplicity of the platform users can easily buy, hold and sell assets, monitor their portfolio in real time, and transact whenever they want.

www.etoro.com

Disclaimer:

eToro is regulated in Europe by the Cyprus Securities and Exchange Commission, by the Financial Conduct Authority in the UK and by the Australian Securities and Investments Commission in Australia.