

Articulate Marketing appoints financial services expert as CFO, supporting fintech market ambitions

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[Articulate Marketing](#) today announces the appointment of Mirela Mart as Chief Financial Officer.**

Articulate Marketing is a UK-based marketing agency specialising in the business-to-business technology sector. It works with clients like Microsoft, Dell Technologies and Hewlett Packard Enterprise as well as ambitious startup and mid-market firms, including JazzHR, CloverDX and HTG.

Priceless financial services experience

Mirela is a veteran of Visa Europe, GE Capital and The World Bank. A chartered accountant, she brings more than two decades of finance experience to the fast-growing agency.

'I'm excited and proud to join the team at Articulate Marketing,' says Mirela, 'despite the challenges of the last year, there has never been a bigger opportunity for digital-first, expert-driven marketing agencies.'

She worked as Head of Business Performance in the CEO's office at Visa Europe and, most recently, as Senior Finance Business Partner (effectively CFO) for Visa Europe's Product Division.

'As Articulate Marketing lays the foundations for our future growth, Mirela's expertise, big-company experience and insight will be invaluable' says Matthew Stibbe, CEO at Articulate.

Expanding in the fintech sector

Her experience in financial services and, especially payment services, will give Articulate a deep well of subject matter expertise as it expands in London's booming fintech sector.

With Mirela's help, Articulate builds on its existing fintech experience. It helped RedPixie - a cloud-native IT firm working in the financial sector - increase its website traffic nearly 20-fold before its acquisition by Hewlett Packard Enterprise. It is currently delivering copywriting, SEO and conversion-rate optimisation services for CloverDX, a data specialist with clients including Accenture, HSBC, KPMG and Tesla.

'Mirela's appointment underscores our ambition. She's whip smart, an expert in her field and hugely experienced. She's going to help us do an even better job for our fintech clients and take the agency to a whole new level.' - Matthew Stibbe, CEO, Articulate Marketing

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