



## **Energy Intelligence provider Vortexa welcomes Sales & Marketing industry expert Sam Choi as new Head of Revenue Operations**

- *Sam is an extensively experienced Marketing, Sales and Operations leader, having held cross-sector commercial positions within leading Fintech, Ecommerce and Operational Planning verticals.*
- *Sam's proficiency in cultivating customer-centric revenue growth strategies and deep-seated understanding of SaaS will unlock immeasurable value for market participants, as Vortexa's leading AI technology continues to advance and scale at unprecedented speed.*

6, September, 2021 - **London** - [Vortexa](#), the energy trading and shipping intelligence provider that combines AI and deep industry expertise to provide the most complete real-time data and analytics tools for waterborne energy and shipping markets, announced today that [Sam Choi](#), former Head of Marketing Operations at Cutover has joined as Vortexa's Head of Revenue Operations.

Mr Choi brings a wealth of experience to the role, having held several senior positions in Sales, Marketing and Commercial Operations at the likes of Thomsons Online Benefits, Qubit, BeMyEye and Cardlytics. His advanced knowledge of SaaS, advanced analytics and all things automation will significantly contribute to scaling and streamlining operational models across Sales, Customer Success and Marketing.

As Vortexa's commercial reach continues to exponentially expand across the globe, Mr Choi's deep understanding of driving revenue growth through cross-funnel customer segmentation, demand-generation and analytical data intelligence will provide immeasurable value.

"Vortexa manages to tie together disparate and siloed data sources into actionable data insights, which delivers immense value to the energy and shipping industries." said Mr Choi. "The role of revenue operations in a way is similar to the ethos that drives Vortexa; to allow data to speak for itself, and for the company to win together as a cohesive revenue unit. My aim at Vortexa is simply to deliver the right insight, to the right people, at the right time."

Vortexa's intuitive analytics platform allows traders, market analysts, brokers, charterers and data scientists to make better-informed trading and shipping decisions faster. Vortexa provides the most comprehensive and accurate view of waterborne crude, refined products, LNG flows and freight available today, which uses exclusive data sources, machine learning and state-of-the-art technology with close oversight of senior energy and shipping market experts.

"I am delighted to welcome Sam to Vortexa as our Head of Revenue Operations. His amazing experience in managing cross-channel revenue operations within deep domain verticals and is a welcomed asset to

the team as we enter exciting new stages of global growth,” said Fabio Kuhn, CEO of Vortexa.

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For more information on Vortexa, visit [www.vortexa.com](http://www.vortexa.com) and find Vortexa on [LinkedIn](#).

### **About Vortexa**

Vortexa tracks more than \$1.8 trillion of waterborne energy trades per year in real-time, providing energy and shipping companies with the most complete picture of global energy flows available in the world today. Vortexa’s highly intuitive web-based app and programmatic API/SDK interfaces help traders, analysts and charterers make high-value trading decisions with confidence when it matters the most.