

## Iberia managing director appointed by Sabio Group

2 years ago



Digital experience transformation service provider [Sabio Group](#) has announced the appointment of a new managing director for its Iberian operations.

Gabrial Rodriguez Seilhan takes on the role four years after joining the company following the acquisition of Team Vision, where he served as general manager.

Since then, he has held several key roles within the group, most recently where he was instrumental in strengthening relations with strategic partners such as Avaya, Genesys, Verint and Twilio.

Mr Seilhan's experience, combined with his various roles, provides him with in-depth knowledge of not only the Spanish CX sector, but the wider European CX landscape.

He will now spearhead growth across Iberia, driving the expansion of the group's customer base through initiatives like its Top 100 program.

CEO Andy Roberts said: "Gabriel has consistently demonstrated his leadership capabilities across various roles in the company and has a proven track record of success and delivering growth during his period with the Group.

"We are really excited by this appointment and are confident Gabriel's leadership will help us cement our position as a leading customer experience provider in the thriving Iberian market."

Chief revenue officer Ioan MacRae said: "Gabriel brings a wealth of leadership experience and a passion for customer success. Since joining us through the acquisition of Team Vision, he has been instrumental in

integrating multiple businesses into the Sabio Group and delivering value for our customers in Iberia.

“I am excited to work closely with Gabriel as we continue to transform our solutions and services and deliver exceptional CX not just across Iberia but across the Group.”

Mr Seilhan said: “I am honoured to take on this new role at such an exciting time for Sabio and the wider CX industry in general.

“Iberia represents a key growth market for us, and I look forward to building on the strong foundations we have laid in recent years.

“My priority is to continue delivering the very best CX solutions and services to our customers across Iberia, by working hand-in-hand with my amazing colleagues and our strategic partners.” He replaces outgoing MD Santiago Martinez, who is stepping down from the position after four years in charge.