**PRESS RELEASE**

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## **Clara Incorporates Tina Reich and Raquel Hernández to its Global Leadership Team**

*The company has appointed female leaders with strong experience in companies such as Meta (Facebook) and American Express*

**Mexico City, March 30, 2023.-**  Aiming to continue with its growth plans, expansion and consolidation of products in Latin America, **Clara**, **the leading spend management platform for companies in the region** named **Tina Reich, former Chief Credit Officer at American Express**, as Advisor and Board Member, while **Raquel Hernández, former Engineering Leader at Meta,** has been appointed as Global Engineering Director.

**Tina Reich** will be responsible for promoting risk practices that empower Clara to keep operating soundly in any market conditions.Reich has over 20 years of experience in the financial sector and was formerly with American Express where she served as Chief Credit Officer of the Global Business Financing, Payments, and Digital Experiences Group, as well as the Global Merchant and Network Services Group. She also served as Group Head of Risk Strategy and Analytics at Citibank for a diverse range of products. She specializes in enterprise risk including credit, fraud, supply chain, currency, counterparty, modeling, liquidity, regulatory, operational, and crisis management.

*According to Tina “Clara has demonstrated its ability to overcome any economic scenario with a solid business model. I’m glad to be part of the success of one of the most innovative technological companies in the region.”*

On the other side, as Mexican native, Raquel Hernandez is coming back to LatAm after having spent the past 15 years in New York building and leading cutting-edge technology teams, including as a founder of a high-traction dating app and most recently as an Engineering Leader at Meta, Hernández will be leading the Global Engineering team at Clara and will be responsible for delivering innovative and agile financial products while developing strategies to support the growing team of engineers.

*“It’s exciting to join a fast-growing company like Clara that combines an incredible mix of technology, innovation, and talent. Clara has demonstrated an ability to deliver innovative financial products that companies of all stages can derive enormous value from. I’m thrilled to be part of driving best-in-class engineering practices to consolidate Clara as a leading technology company in the region” said Hernández.*

The company also recently appointed a group of leaders to continue working on the company’s growth on a global scale. **Youmna Harb**, former Chief Marketing Officer at American Express Mexico and **Roberta Savattero,** will take over the roles of Country Manager for Mexico and Marketing Director, respectively.

*“Clara is in a process of significant growth, with ambitious objectives and goals that will be key to the consolidation of the company. The cross-border experience and diversity of Tina, Raquel, and the rest of the new female leaders will be crucial to continue with our expansion process in Latin America, in addition to continuing to diversify and strengthen our portfolio with innovative financing alternatives for the companies in the region,"* said **Gerry Giacomán Colyer, Clara CEO and co-founder*.*** *"We are pleased that the leadership team has the representation of talented women and leaders in the industry,"* concluded.

Since its launch, Clara has incorporated leaders with years of experience in financial and technology sectors. The extensive experience of its team has allowed the company to grow exponentially and be backed by international investors, from Coatue, DST, and monashees to funds such as Goldman Sachs and more recently Accial Capital, in addition to having been recognized by LinkedIn as one of the most promising startups in Latin America. Currently, Clara has a portfolio of more than 10 thousand of the most successful companies in the region.

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**About Clara**

Clara is the leading spend management platform for companies in Latin America. Our end-to-end solution includes our locally-issued corporate cards, a bill-pay product, financing solutions, and our highly-rated software platform; already being used by thousands of the most successful companies across the region.

Clara is backed by top global and regional investors such as Coatue, DST Global Partners, General Catalyst, monashees, Kaszek, Canary, A\*, BoxGroup, SV Angel, GFC, Picus Capital, Avid Ventures, ICONIQ Growth, Goldman Sachs, and prominent angel investors.

To know more about Clara's business solutions, visit clara.com

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