# *Press release*

# *Linköping / Miami, May 15, 2017*

A veteran of the news media industry joins Roxen

Jorge E. Mejía is the new Director Business Development for Roxen in the Americas. From a sales office in Miami he will be responsible for Roxen’s sales in North, Central and South America.

Until now, Jorge E. Mejía has held a senior position as Sales Director at CCI Europe with responsibility for developing new business territories in Mexico, Central and South America. He also has several years of experience through senior positions in Information Technology from major newspapers like Naples Daily News, Sarasota Herald-Tribune and Sun-Sentinel.

Jorge E. Mejía has an MBA in International Business from Nova Southern University, Florida, a Bachelor’s degree in Professional Studies from Lynn University, Florida, and an Associate’s degree in Computer Science from Wentworth Institute of Technology in Boston, Massachusetts.

*» As the needs of the industry continue to evolve, editorial IT tools need to keep up with, and enable these changes, thus legacy monolithic solutions rapidly gives way for the faster, more modular approach that we stand for »,* says Per Östlund, CEO of Roxen*.*

*» Jorge’s knowledge and deep understanding of our customers’ challenges and opportunities will enable us to make our tools even more available and affordable. Jorge is a competent and warm individual and a welcome addition to our growing team of professionals »,* he concludes.

Jorge E. Mejía is based in Miami, Fla. and joins Roxen May 22nd in connection with the INMA World Congress.

For more information, please contact:

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| Per ÖstlundCEO, RoxenM: +46 732 30 30 13 per.ostlund@roxen.com |  |  |  |

**About Roxen:** Based on it's own award-winning and powerful content management software, Roxen Enterprise CMS, Roxen develops web-based editorial and content management tools for multi-channel publishing and audience engagement for media- and corporate applications. Customers include Shaw Media (US), TC Transcontinental Media (CA), City of Rotterdam (NL), Direktpress (SE), Metrojornal (BR), Publimetro (CL), NHST Media Group (NO), Pagemasters (AU), ADP (NL), Princeton University (US) and Verizon (US).

Roxen was established in 1994 and is named one of Europe's most innovative technology ventures. The head office and development center is located in Linköping, Sweden. Roxen also has offices in Stockholm, Amsterdam and New York. For more information, visit www.roxen.com