



Press release  
Amsterdam/Groningen, 11<sup>th</sup> of May 2021

---

## **Sumit Arora appointed as Sentinels' Chief Commercial Officer**

*Sumit Arora becomes the chief of Sentinels' commercial department to lead the GTM activities with a strong focus on long-term growth.*

Sentinels' new CCO is an experienced sales leader with in-depth knowledge and broad network in the financial & payments industry. Sumit has more than a decade of executive experience with industry leaders, such as Nucleus Software and Ingenico (now Worldline Global). Prior to joining Sentinels, he held the position of CCO at PXP Financial, an acquiring bank based out of the UK with clients across Europe and the USA where he led all commercial and revenue generating divisions to meet their ambitious growth goals while also building a unified commercial organization from the ground up.

Sumit Arora, the CCO of Sentinels commented: "One of the biggest industry challenges is with AML and transaction monitoring. With the increased regulatory focus on fintech players and constantly new, even more sophisticated money laundering cases it is clearer than ever that the spreadsheet mentality is no longer sustainable. Sentinels responds to the industry need for a more efficient compliance with a highly competitive tool that not only shows measurable results but most importantly is a future-proof business solution. This is exactly the company I see myself representing and contributing to its growth. I'm very excited to be leading the commercial team of Sentinels."

Joost van Houten, the CEO of Sentinels added: "Considering Sentinels' recent rapid growth, we are now at a pivotal moment to shape our founding team. Following the appointment of Sentinels' CTO, Ibrahim Ennali we are proud to announce another great mind joining our team. Sumit Arora is a passionate commercial leader with more than a decade of experience leading commercial teams of some of the biggest

names in financial services. Sumit's expertise will help refine Sentinels' commercial strategy with a strong focus on Sentinels long-term growth.

### **About Sentinels**

Sentinels is an intelligent transaction monitoring solution dedicated to data-driven compliance for the financial industry. With a strong core engineering team having over a decade of experience developing innovative products, Sentinels' pragmatic-AI approach has a proven track record in improving compliance outcomes. Its secure cloud-based offering ensures a high level of customer trust and meets constantly changing regulatory requirements. For more information visit:

<https://www.sentinel.ai>

---

### **Contact person:**

Adrianna Kubalik, Marketing Manager of Sentinels  
[marketing@sentinel.ai](mailto:marketing@sentinel.ai)