

# Rightlander Appoints Sarafina Wolde Gabriel as New CEO

In a significant leadership transition, Rightlander, a prominent provider of affiliate compliance and partner monitoring solutions, has announced the appointment of Sarafina Wolde Gabriel as its new Chief Executive Officer (CEO). This strategic move comes as the company aims to strengthen its position in the rapidly evolving affiliate compliance industry.



Photo by Hunters Race on Unsplash  
A Seasoned Leader at the Helm

Wolde Gabriel brings nearly two decades of experience in digital marketing and leadership within the iGaming and marketing sectors to her new role. Her appointment follows a successful tenure as Rightlander's Chief Strategy Officer, where she played a pivotal role in driving the company's

growth and expansion into new markets.

During her time as CSO, Wolde Gabriel was instrumental in enhancing [Rightlander's](#) product offerings and forging key partnerships. Her strategic vision and leadership have been crucial in positioning the company for its next phase of innovation and growth.

### A Track Record of Success

Prior to joining Rightlander, Wolde Gabriel had an impressive career trajectory in the digital marketing space. She began her journey with Paysafe's Income Access in 2004, eventually serving as the company's CMO until 2016. Her tenure at Paysafe was marked by numerous industry awards, underscoring her expertise in driving growth and success in digital marketing.

More recently, Wolde Gabriel served as VP of Strategy at Income Access, where she directed innovative marketing strategies and established key business partnerships. In 2022, she joined GeoComply, a geolocation and fraud prevention company, as a senior director, further expanding her expertise in new business development and global expansion.

### A New Era for Rightlander

Ian Sims, Founder of Rightlander Limited, expressed confidence in Wolde Gabriel's appointment, stating, "We are thrilled to have Sarafina step into the role of CEO. Her extensive experience and understanding of the industry make her the ideal leader to continue advancing our mission of providing cutting-edge compliance solutions". Wolde Gabriel herself expressed enthusiasm for her new role, saying, "I am honoured to take on the role of CEO at such an exciting time for Rightlander. I look forward to working with our talented team to build on our successes and drive further innovation in our solutions".

### Looking Ahead

As Rightlander continues to expand its reach and enhance its offerings, Wolde Gabriel's leadership is expected to play a crucial role in navigating the complexities of the affiliate compliance landscape. With her at the helm, the company is well-positioned to further solidify its status as a leader in providing comprehensive compliance solutions that help businesses save time, reduce risk, and optimize marketing performance.

The appointment of Sarafina Wolde Gabriel as CEO marks an exciting new chapter for Rightlander. As the company continues to evolve and adapt to the changing needs of the industry, it remains committed to delivering state-of-the-art solutions that empower businesses to maintain compliance and achieve their marketing goals.