



Synamedia appoints Bijal Patel as Chief Financial Officer

London – 27 August, 2019 –[Synamedia](#) has appointed Bijal Patel as Chief Financial Officer. Over the last 20-years Bijal has held a variety of senior finance roles in international technology businesses; since 2010 he has focused his expertise on successfully transforming private equity-backed firms.

Bijal joins Synamedia from hospitality technology innovator HotSchedules, where he served as CFO for three years. Prior to this, he was CFO at Apteon and before that he was Vice President of Finance at Finastra and subsequently interim CFO. Bijal spent the early part of his career at IBM.

“Bijal brings a wealth of experience in public and private equity-backed technology companies. His impressive track record in running high-growth businesses that are financially and operationally robust mark him out as the ideal CFO,” added Yves Padrines, CEO of Synamedia.

“Synamedia is that rare breed – a large, established company with a loyal customer base combined with the ambitions and agility of a successful startup. I am excited to join the leadership team as we take the business to the next phase,” said Bijal Patel, CFO of Synamedia.

Synamedia is one of the anchor exhibitors in the Content Everywhere hall (hall 14, stand C.41). To book a meeting at IBC, please contact MarketingGlobal@synamedia.com

About Synamedia

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Synamedia is backed by the [Permira funds](#) and Sky.

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