



FOR IMMEDIATE RELEASE

Pablo Reboiro appointed as General Manager for Spain and Portugal at N26

- The current Global Head of Growth Strategy joined the online bank in 2018 and has held various management positions in the company
- N26 is committed to continued investment and growth in the Spanish market with a competitive local product offer

Madrid, 28 June 2023 - The [digital bank N26](#) announced today the appointment of Pablo Reboiro as General Manager for Spain and Portugal. Reboiro, who is currently N26's Global Head of Growth Strategy, will oversee the company's business strategy in the Spanish market going forward, focusing on the growth of its customer base through a local and competitive product offer.

In his new role, Reboiro's primary responsibility will be end-to-end management of N26's business in Spain, one of N26's core markets and in which it has 950,000 clients and more than 300 employees. As a member of the team in charge of launching N26 in the Spanish market in 2018, Reboiro led the establishment of the local Spanish branch, the launch of accounts with Spanish IBANs, the opening of the company's tech hub in Barcelona and initiated the process to [join Bizum](#), among other milestones.

Reboiro replaces Marta Echarri, who between 2021 and 2023 played a key role in positioning N26 as one of the leading online banks in Spain. Since her departure in February 2023, Reboiro has served as interim General Manager, taking on the leadership of the local team and heading many of the most relevant projects, such as the launch of the [N26 Instant Savings Account](#) in May of this year.

Having joined N26 as Head of Strategy for Spain in 2018, he was promoted to Global Head of Strategy in 2020. Previously, he worked at Accenture, the firm where he began his professional career and in which he worked as a strategic consultant specializing in innovation in the banking sector for five years.

Pablo Reboiro, General Manager for Spain and Portugal: "It's an honor to be leading N26's Spanish business especially since so much of my career at the company was spent growing this market. Since our arrival in Spain in 2018, our exponential growth in clients has gone hand in hand with a significant expansion of our product offering.

Today we are a real alternative to traditional banks, offering practically the same services, but with a more technological focus and at a lower price. In my new position, I will continue working to deliver even greater value to our Spanish customers through our fully digital banking experience”.

Maximilian Tayenthal, founder, Co-CEO and COO: “The future of N26 in Spain is in good hands with Pablo, a professional with a proven track record at N26 and extensive knowledge of the local financial sector. At N26, we clearly see the potential of the Spanish market and the opportunity to consolidate our position as a bank that is able to compete directly with traditional players. We are proud of everything that Pablo has achieved in his five years with us and we have full confidence in his leadership to guide the Spanish business in this new and exciting chapter”.

Over the last year, N26 has continued to expand its services and product portfolio to adapt to the financial needs of its customers. In September 2022, N26 became the first challenger bank in Spain to join Bizum. In addition, the bank entered the world of credit with the launch of N26 Installments, allowing customers to settle past payments in installments. More recently, in May 2023, the bank launched a new Instant Savings account, offering Spanish customers 2.26% interest on deposits, one of the most competitive offers in the market.

About N26

N26 is today one of the fastest-growing digital banks in the world. As a fully-licensed German bank built on the latest technology, N26 makes banking faster, easier and more trustworthy. Founded by [Valentin Stalf](#) and [Maximilian Tayenthal](#) in 2013, N26 has welcomed more than 8 million customers in 24 markets to date and has raised close to US\$ 1.8 billion from some of the world’s most renowned investors. Headquartered in Berlin, N26 has offices in multiple cities around Europe, including Vienna and Barcelona.

Website: n26.com | Twitter: [@n26](https://twitter.com/n26) | Facebook: facebook.com/n26 | YouTube: youtube.com/n26bank

N26 Press contact

prensa@n26.com

PRGarage n26@prgarage.es | (+34) 91 453 13 96