



## **SMEB Bolsters Leadership Team with the Appointment of Anthony Jarman as Sales Director**

**London, UK – 29 April 2025** – SMEB, a London-based payments company and financial service provider focused on empowering businesses, today announced a key addition to its leadership team with the appointment of Anthony Jarman as Sales Director.



Based in London, Anthony brings over 20 years of specialised experience in B2B technology sales within the payments industry. In this role, he will be responsible for driving strategic growth and expanding client's relationships, drawing upon his deep expertise in business development, sales, product and commercial operations honed at companies such as Fenergo, Thredd (formally GPS) and Kani.

This strategic hire follows the recent appointment of Amanda Harrison as SMEB's Chief Revenue Officer, emphasising the company's commitment to growth.

**Anthony Jarman, Sales Director at SMEB, commented,** *"I'm thrilled to be part of SMEB, a company with a clear mission to empower businesses through innovative financial technology solutions, and I look forward to contributing to their growth both in the UK and globally alongside this talented team."*

**Andrew Martin, CEO and Founder of SMEB, said,** *"We are delighted to welcome Anthony to SMEB. His proven success in driving B2B sales growth within the payments sector marks an exciting new phase for our business as we continue to scale and introduce innovative products and services to our customers."*

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### **About SMEB**

SMEB is a financial technology company dedicated to supporting business. We design and deploy technology designed to conveniently support businesses as they develop and grow, no matter where they are and how they work with their customers. The Financial Conduct Authority recently approved SMEB as an Approved Payment Institution with the ability to take deposits. SMEB's open bank-enabled technology, along with providing access to cash, will play a vital role in strengthening communities across the United Kingdom – and beyond. Connect with us at [smeb.co.uk](https://smeb.co.uk) and on LinkedIn.