

Invast Director of Communications Ashley Jessen leaves the industry to become Chief Digital Strategist at Profile Booster

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Ashley Jessen, former Director of Communications at Invast Financial Services in Sydney, Australia has left the firm after two and a half years.

Mr. Jessen, a high profile figure among Australia's online trading industry, has been appointed Chief Digital Strategist at [Profile Booster](#), where he is responsible for developing content across a suite of digital platforms including blogs, websites, social media, eDMs, newsletters, video, PR and marketing automation tools.

Having joined Japanese FX giant Invast's Australian division in 2013 from Capital CFDs where he held the position of Sales & Marketing Manager, responsible for business to business relationship development for partners and introducing brokers (IBs), a position in which he spent two years before becoming a Director in October 2012, Mr. Jessen's position at Invast included full responsibility for the company's public relations, as well as its marketing strategy.



A seasoned industry professional, Mr. Jessen's career included two and a half years at MF Global between 2008 and 2010 in a sales & marketing capacity, preceded by almost four years as Sales Manager at CMC Markets, a position which he assumed following tenures at several trading institutions dating back to 2000.

Concurrent with his recent senior position within prominent companies in the industry, Mr. Jessen also holds the position of Director of Learn CFDs in Sydney, a firm which produces educational material for retail investors wishing to understand contracts for difference in detail.

He has published a book on the subject, and promotes several index & Forex recommendation services and several informative educational products. The company also has several strategic alliances with other online entities to promote its products and affiliations with one of the largest CFD & spread betting companies in the world.

Mr. Jessen gained his Diploma of Financial Services Financial Planning in 2008, and graduated from Griffith University prior with a Bachelor of Health Science, Sports Psychology, Sports Management, Sports Science in 1995.