Joey Angeles has been in charge of Finance and Accounting at the Jordan Tourism Board, North America (JTBNA) (www.myjordanjourney.com) for over a decade. As an annex of the Embassy of Jordan in Washington, DC, JTBNA is responsible for promoting Jordan as a tourist destination in the US, Canada, and Mexico through marketing activities like trade, consumer and media events.

Recent events caused both the US and Mexico to further enact restrictions on the flow of money between the two countries. More often than not, banks would reject Joey’s wire transfers for no reason whatsoever. Faced with the need to pay his contractors, trade show suppliers, and tour operator partners on time, Joey had to be resourceful and look for other means (such as checks) to make payments. However, this proved to be costly and inefficient and the funds took some time to arrive.

Upon hearing about Joey’s problem and being told that this was not unique to JTBNA, Align Commerce immediately looked into opening the Mexican corridor. Within a week or so, Joey began doing test transactions, “my counterparties went from receiving their money in 2-3 weeks to receiving it in 1-2 days.” Furthermore, he appreciates the simplicity of the platform, payment tracking and the receptiveness of customer service as strong points of Align.