



## Vision Consulting Group

Building 179 – Zone ¾ - 4<sup>th</sup> District  
Fifth Settlement  
New Cairo, Cairo, - Egypt

T +202 25 616 003

F +202 25 616 382

## Marwah Nassar, CIM (UK)

Managing Director & Co-Founder

### Professional Background

- Professional expert in e-payment industry with more than 20 years of work experience in multinational organisations (such as Visa International, HSBC & AMEX) based in between Egypt, UK and North Africa.
- Then she joined Vision Consulting Group as Banking and Financial Services Partner supporting financial and non-financial institutions to grow and sustain their businesses.
- Marwah is qualified person in areas of Consumer and Commercial Card Business and Marketing from a well-recognised entities such as Chartered Institute of Bankers (CIB) and Chartered Institute of Marketing (CIM).
- She holds a Card Management Diploma from CIB, London, UK,
- Holds a Post-graduate Diploma in Marketing from CIM, London, UK,
- Certificate in Marketing from the American University in Cairo (AUC), Cairo.
- BA, Faculty of Commerce, English section, Cairo University.

### Proven Track Record

- Marwah has a proven track record of wide experience in e-payment across several areas: Business Development, Operations, Processing, Risk and Marketing.
- She has accomplished numerous achievements and product launches that turned the performance of many organisations from low to top by identifying needs & requirements, generating solutions, creating business dashboards, reviewing KPI's, enhancing process & implementing agreed business plans.
- Contributed in maximizing financial institutions, Fintechs, MNOs and Processors revenues by reviewing their customer base, running cardholders activation, upgrades & segmentation programs, proposing and implementing operational process that better enhances their cards performance.
- Launched several new products in the market such as Premium products to HNW clients, QR code payment, B2B supply chain proposition.

### Capabilities

- Strong Business and Operational knowledge in Payment products, this includes Preparing Business cases, Project Plan, GTM plan, Staff training, designing Marketing campaigns and Post products' launch evaluation.
- Advising Clients of their Payment Business and Operational set-up along with best practises.
- Participated in lots of successful new product launches including Staff training through customised courses or holding training courses and workshops for multiple clients.