



**Vision Consulting Group**

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## **Marwah Nassar, CIM & CIB (UK)**

Managing Director & Co-Founder

### **Professional Background**

- Marwah Nassar is an expert in the e-payment industry with more than 25 years of work experience in multinational organisations (such as Visa International, HSBC & AMEX), where her experience involved roles that were based across different countries (Egypt, UK, North Africa and the Levant).
- After leaving Visa International, she joined Vision Consulting Group as the main partner responsible for the Banking and Financial Services business supporting financial and non-financial institutions to grow and sustain their businesses.
- Marwah is a qualified person in the Card Business and the Marketing from a well-recognised entities such as the Chartered Institute of Bankers (CIB) and the Chartered Institute of Marketing (CIM).
- She holds a Card Management Diploma from CIB, London, UK,
- A Post-graduate Diploma in Marketing from CIM, London, UK,
- A Certificate in Marketing from the American University in Cairo (AUC), Cairo.
- And a BA from the Faculty of Commerce, English section, Cairo University.

### **Proven Track Record**

- Marwah has a proven track record of e-payment experience across different areas such as: Business Development, Operation, P&L analysis, 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.
- She also 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, etc....

### **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 E-Payment Business and Operational set-up along with best practises.
- Participated in lots of successful new products' launches from the GTM up until the Staff training.
- Marwah also succeeded in becoming a qualified trainer for Visa International delivering multiple training courses and workshops in the MENA region.