



Marwah Nassar, CIM & CIB (UK)
Managing Director & Co-Founder
Vision Consulting Group

www.vcg-eg.com

[LinkedIn: Marwah Nassar](#)

Cairo, Egypt.

T +202 25 616 003

M  +201005365005

- Marwah Nassar comes with more than 25 years of experience in the e-payment industry, where she began her career with American Express working on the acquiring side before, she moves to HSBC bank in Cairo where she moved to the issuing side of the business.
- Then in Year 2001, she joined Visa International in their UK office, supporting clients in the Levant and North Africa countries, then in year 2004, she moved to the new office in Cairo to grow the business across multiple clients and capitalise on a long-lasting record of success. During those 19 years, she gained experience by working with clients in Egypt, North Africa and the Levant.
- After leaving Visa, she went to create and develop the consulting business with Vision Consulting Group, through which she is actively working on advisory services to FI and non-FI in addition to creating a wide range of training and development programs through VCG Academy.
- Mrs. Nassar is a qualified professional with qualifications in the Card Business and the Marketing from a well-recognised entities, the Chartered Institute of Bankers (CIB) and the Chartered Institute of Marketing (CIM) in the UK.

Proven Track Record

- Marwah has a proven track record of 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, PF 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, QR code payments, B2B supply chain proposition, the money transfer and much more.

Capabilities

- Strong Business and Operational knowledge in Payment products, this includes Preparing Business cases, Project Plan, GTM plan, Staff training, designing Marketing campaigns and Portfolio optimisation.
- Advising Clients of their E-Payment Business and Operational set-up along with best practises to follow.
- Participated in lots of successful new product launches from the GTM up until the Staff training.
- Working with Acquirers to accelerate their acceptance for a positive impact on their P&L.
- Marwah is a qualified trainer offering set of training programs in addition to customised courses in the MENA region in multiple languages.