

Finance Acquirer Decision Makers

I TARGET:

Finance Acquirer Professionals

I MARKET:

US, Canada

I METHODOLOGY:

60-Minute Telephone/ Web IDI

SPECS:

- **Banks** - Fully in-sourced or vertically integrated acquiring banks that provide payment processing services to merchants (e.g. Chase, Bank Of America), as well as national/regional banks that help mitigate risk by monitoring non-bank acquirers (e.g. Wells Fargo)
- **Processors** - Third party processors that provide transaction processing services to acquirers and who typically run risk, product and processing in-house but traditionally outsource the sales process (e.g. Global Payments (Including TSYS), FIS (Including Worldpay), Fiserv (Including FirstData), Elavon)
- **ISVs** (Independent Software Vendors)/Aggregators - Integrated fintechs w/o embedded payment modules into the technology sold to merchants (e.g. Ayden, Square, Stripe, Braintree).
- VP Level or above spanning the mix of roles below:
 - Product (e.g. product development, new product scalability, etc)
 - Strategy (e.g. M&A, strategic partnerships)
 - IT/Tech (integration)
 - Marketing and/or sales
 - Executives (e.g. line of business lead)
 - "Card Network Group" (e.g. account teams that serve card networks)

SAMPLE PROFILES:

- Senior Vice President at Citi
- Senior Director at Wells Fargo
- Senior Director at Aerospike
- Executive Vice President at PIMCO
- Senior Director at JP Morgan Chase
- Senior Manager at Accenture
- Senior Vice President at USAA Banking