

# Global Bank Decision Makers

## | TARGET:

Global Bank Executives

## | MARKET:

EU (Italy, Turkey, France, Spain, Germany) and US

## | METHODOLOGY:

30-Minute Telephone/ Web IDIs

## SPECS:

- Target companies: large issuer banks
- Target audience: People familiar with eCommerce, specifically card not present transactions
- Likely titles: SVP/VP/Director of loss prevention or SVP/VP/Director of Payment Cards or manager level

## SAMPLE PROFILES:

- Head of Channel & Business Performance at Westpac Institutional Bank
- Group Associate Vice President at DCB Bank
- Heald of Global Partnerships at Longevity Card
- Integration Director at Bank of America
- Corporate Payment Advisor at TD Bank