

Mastercard appoints Beatrice Cornacchia as Head of Marketing and Communications, Middle East and Africa

Following 26 years at Mastercard Europe, Cornacchia joins MEA team to expand focus on driving business, advancing sustainable competitive advantage and strengthening brand and corporate reputation

Cairo, Egypt – 09 August 2017: Mastercard, a leading technology company in the global payments industry, has appointed Beatrice Cornacchia as Head of Marketing and Communications, Middle East and Africa. In this role, Cornacchia will leverage her extensive expertise and knowledge of the business and brand’s key pillars and senior leadership credentials to drive business, advance competitive advantage and build the brand across the two continents.

The Middle East and Africa is one of Mastercard’s fastest growing regions. Having recently inaugurated its 14th regional office, Mastercard is continuously investing in the best talent and technologies to better serve the needs of its stakeholders.

Cornacchia joined Mastercard in 1991, and has since headed strategic sales functions and numerous marketing teams in a succession of key roles including Head of Consumer Marketing, Europe, Head of Issuer and Merchant Marketing, Europe, and Head of Marketing, Italy and Greece.

“As a technology company, we can only deliver value to our stakeholders by consistently innovating to meet the needs of consumers and setting the benchmark for industry standards. With this new leadership role, we continue to integrate fresh perspectives to drive our stakeholder communications to a whole new level as we reinforce our position as the payments partner of choice in the region and beyond,” said Raghu Malhotra, President, Middle East and Africa, Mastercard.

“Mastercard’s strong stakeholder relationships along with our customer-centric approach to business remain the key drivers of our growing success. We are delighted to welcome Beatrice as we continue to strengthen our team in the Middle East and Africa,” Malhotra concluded.

An Italian national, Cornacchia’s academic qualifications include three master’s degrees – in Business Management Development, Sales and Promotions, and Retail Marketing.

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About Mastercard:

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world’s fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping,

traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardMEA](#) and [@MastercardNews](#), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [MEA Engagement Bureau](#).

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