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Gerry Sweeney

**Global Head, eCommerce & Authentication
Product Innovation & Development
Visa Inc.**

Mr. Gerry Sweeney serves as global head of eCommerce & Authentication for Visa Inc. He is responsible for leading the strategy development and management of the global eCommerce initiative and online cardholder authentication efforts.

Mr. Sweeney has held a variety of senior roles at Visa, including marketing support for new and emerging products such as Visa payWave. He also lead marketing efforts for Visa's e-Commerce business unit, e-Visa. His responsibilities included developing marketing strategies to drive Visa share and volume in the e-Commerce space and launching online products and services such as Verified by Visa that allow consumers to pay safely online. In 1999, Visa was named Interactive Marketer of the year by Advertising Age Magazine.

Prior to joining Visa in 1995, Mr. Sweeney spent many years with advertising, marketing and promotion agencies working with financial services and retail clients.

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