



Catharina Eklöf

Born 1969

MBA and M.Sc. from Uppsala University  
M.Sc. program, Solvay Business School, Belgium

**Contribution to the Board's work:**

Extensive global experience and broad knowledge in business development, strategy, loyalty-data insight solutions and payment technology. 12 years in management positions at MasterCard, with extensive experience in M & A with fintechs and global commercial partnerships. Fact-based understanding of innovation, agile data driven product development in payment technology, to support Avanza's business development and positioning in a digital service market.

**Relevant employment history:**

2007-2019 Mastercard:

2017-2019 Senior Vice President Global Data Science Solutions Telco (New York, USA), 2013-2016 Senior Vice President Global Enterprise Development (London, UK), 2007-2013 Vice President Merchant Development, Vice President Co-brand Business Development Europe (Brussels, Belgium);

1997-2007 Scandinavian Airlines:

Vice President Commercial Strategies 2006-2007 (Stockholm, Sverige), General Manager Belgium and Luxemburg 2001-2005, Vice President Product Management 1997-2001.

**Other assignments:**

2016-2017 Board member, World Travel and Tourism Council [www.wttc.com](http://www.wttc.com)  
Mastercard Advisory Boards Chairman for Mastercard Global Telco &Tech Advisory board 2017-2019, Chairman for Mastercard Global CIO & CTO Advisory board 2015-2017.