



**Bruce Mansfield**  
**General Manager, Australia and New Zealand**  
**Visa International**

Bruce Mansfield has been with Visa International for 12 years. In January 2004 he took up his current role of General Manager of Visa Australia & New Zealand, which has overall responsibility for Visa's operations in both countries.

Prior to this he headed up Visa Asia Pacific's Emerging Products and Technology Group in Singapore, combining both the former Chip and e-Visa departments. In this role he was responsible for chip migration, as well as internet and mobile payments across the region. He managed a regional team tasked to support Visa's member financial institutions in their migration from magnetic-stripe cards to Visa EMV smart cards, as well as developing secure electronic Visa payments in the internet and mobile commerce space. These programs were implemented under the Visa Smart and Verified by Visa banners.

Before moving to Singapore, he was responsible for Visa's Australian and New Zealand businesses, the Sydney 2000 Olympic Games sponsorship and a number of technology roles including management of VisaNet, on-line debit and smart cards in these markets.

Prior to joining Visa, Bruce undertook a number of roles in the data processing industry, primarily selling solutions and services to retail and commercial banks in Australia and New Zealand.

Bruce is married with three children and resides in Sydney.