

Laura Cuda

Senior Consultant

Laura's electronic payments experience was honed at Visa International, where she was responsible for new product development for payment models across multiple channels: internet, mobile phone, and traditional POS. Laura has extensive product management experience covering commercial cards, government fleet cards, chip cards, prepaid payroll cards, and money transfer services, among others.

Laura led the development of the public sector commercial strategy encompassing products, services, infrastructure development, economic growth initiatives, and strategic partnerships with global multilateral organizations. She was also responsible for designing customized training programs for various clients to support the further distribution and marketing of payments products. While working in the European region, Laura managed Visa's clearing and settlement service, back-office management system, and various products across the region.

Laura graduated from the University of California at Santa Barbara with a B.S. in mathematics and computer science. She also received an MBA specializing in retail bank management from the University of Maryland. Laura is multilingual with skills in French, Spanish, Italian and German.

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