

Kevin Atwood

Senior Consultant

Kevin is senior consultant with GVGroup and brings over 23 years of experience domestically and internationally in the financial services and electronic payments industry.

Kevin's career includes attaining the position of Senior Vice President at Visa, responsible for sales and partnerships with multiple top 10 issuing and acquiring banks that generated more than \$40 billion in annual card sales volume. During his tenure there, Kevin was instrumental in delivering numerous new products and services to Visa's banking clients. Examples include supporting the creation, development and initial launch of several fraud reduction programs, including the Issuers' Clearing House Service and Anti-Counterfeit Terminal Program, which since their introduction in the late 1980s have continued to save issuers millions of dollars.

In 2002, Kevin joined Wells Fargo Bank as Vice President and National Relationship Manager for the Merchant Processing Business. Kevin also served as a mortgage lending officer at Washington Mutual Bank, where he brought card marketing innovation concepts to the Home Loan Mortgage Banking Division.

Given this deep domain experience in financial service with some of the largest card issuing, merchant acquiring and mortgage lending institutions, Kevin's expertise covers a broad range of areas, including risk management, marketing, benchmarking studies, best practices identification and assessment, debit, credit and ACH products, customer life cycle management, relationship management, product innovation, merchant processing in both the physical and online environment, co-branding, commercial card products, operations, risk management and collections. Kevin holds a B.A. degree from San Jose State University.

