



DR. MAUREEN SCHUMACHER

Marketing Executive, Global Payments, Inc.

Formerly New York Stock Exchange, Google and GE Capital

Maureen Schumacher brings 25 years of expertise in growth and transformational strategies utilizing technology, big data, and digital platforms. As a direct report to the CEO of Global Payments, Maureen is responsible for leading the digital transformation of marketing to an ROI focused function while leading the marketing due diligence and integration of acquisitions including the most recent merge with Total Systems.

Maureen leads a team of 40 growth marketing professionals and manages a \$20 Million dollar budget to deliver a best in class COE (center of excellence) that delivers the technology stack, brand architecture, creative and content as well as the launch of new products to our 35 Global Marketing and Communication organizations, across 11 brands. Her

reach and sphere of influence is noticeable as she delivers transformation leadership to our 265 marketers with \$153 Million in combined budgets.

As a leading B2B marketer, Maureen has expertise in rebranding, both Global Payments and NYSE, as well as extensive digital and martech skills with a focus on tangible return on marketing investment. At the New York Stock Exchange she is known for the shift to digital technologies, automation and a customer-focused operating model resulting in significant cost reduction, increased customer satisfaction and NYSE's global leadership in IPOs. At Google, she was recognized for her operational excellence in building a sales and servicing team. Using big data, her teams delivered custom media strategies to Fortune 100 clients. During her thirteen years at GE Capital, she delivered significant organic growth through development and expansion of GE Money, gemoney.com and the introduction of numerous valuable new products throughout the U.S., Europe and Asia.

In all her roles she is active in acquisition and integration. At GE Capital Maureen was instrumental in the integration of newly acquired businesses globally. She has extensive due diligence experience and a track record of synergy recognition.