

Visa Europe Biography

Omar Rifaat

Senior Manager, Innovation and Acceptance



Omar Rifaat manages Visa Europe's advanced payments activities and is responsible for developing Visa payWave contactless technology, mobile commerce and related emerging opportunities to extend Visa's usage and acceptance.

He has over seven years of experience working in a consultancy role with the various industries (financial institutions, mobile operators, major merchants and vendors) that are now rapidly converging to establish tomorrow's payments market. This experience has given him an understanding of the different drivers and challenges faced by these stakeholders and insights into how to establish a win/win for all. Prior to joining Visa, Omar worked in a similar role for smartcard manufacturer G&D.

Born in Canada, Omar graduated from the University of Toronto in 1997 with a degree in History and has lived in Europe since 1998.

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For further information or a photograph, please contact:
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