

IEDC alumni Success Story



A School with a View

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Cristina Doros, MBA 2009

“WHEN WE DEVELOP NEW IDEAS, WE KEEP IN MIND THE DIFFERENCE BETWEEN WHAT IS POSSIBLE AND WHAT IS RESPONSIBLE – AND ALWAYS CHOOSE THE RESPONSIBLE PATH”

Cristina Doros is a well experienced banker, nowadays working as a Senior Director in Core Products CIS&SEE of Visa, one of the most global payments technology companies in the world. For most of her career she has been involved in banking sector, with focus on cards issuing and acquiring, setting new card products, security, sales and marketing. Cristina is Moldovan, but has within her professional career with Visa moved to Ukraine.

Cristina completed her MBA at IEDC in 2009 and became a committed member of Alumni network since then. She was involved in organizing Alumni gatherings in Chisinau and always loves to come back to Bled. Cristina is one of those smart ladies that shares enthusiasm, high energy, kindness and knowledge. Not only a successful leader, she is also a loving mother of Anastasia.



Thank you for sharing some secrets of the future of payment technology and also yourself, with us, Cristina.

By Iva Eibel, Head of Corporate Communications, IEDC

You are a Senior Director, Core Products CIS&SEE of Visa, one of the most global payments technology companies in the world. Your company is developing new technologies and shaping the future of payments. Can you share with us what can we expect? Will there be a cash free world?

Over the last few years we have witnessed a genuine revolution – the world we live in has become mobile. It took television 67 years

to reach over 1B people, but mobile achieved it in just 5 years. Now, only Facebook is visited by 1.23B people daily and 1.15% of them are using mobile platforms. We live in a mobile world where everyone has the most powerful medium in their pockets. Gartner says 8.4 B connected „devices “in use in 2017, up to 31% from 2016. Those powerful digital trends created new opportunities. Developments in ICT industry presented Visa with a great opportunity to accelerate cash displace-

ment. This next phase of payments is being driven in large part by mobile technology and new flexible and open payment technologies. It is also driven by changing consumer behavior, which is starting to embrace mobile technology as a new way to communicate, engage, purchase and consequently to pay and to be paid and manage finances overall. The advent of digital technologies has created entirely new categories of commerce, such as eCommerce, mCommerce, the shared economy, and it has created

new ways to make purchases in the physical world such as tapping an NFC-enabled phone or wearable, scanning a QR code or simply clicking a button. The main focus: moving to a digital space, developing the end customer-centric products and services. Mobile and internet penetration drives the transition from cards to smart connected devices. Once companies become digital they have the opportunity to completely reimagine their business models to connect people, process, data and things across industries, cities and countries to realize new economic value.

Visa is preparing for a future that looks very different from today. Payment will be at the core of this new commerce experience, enabled by connected devices (cars, phones, home appliances). It's all about convenience. Customers would like the payment to be a seamless integral part of not only the shopping experience but their life – payments without hassle, without using extra payment means.

This is the future happening today.

We believe that there may not necessarily be a fully cashless economy, but still overwhelming majority of payments will happen in a convenient and secure cashless form.

Visa has a huge responsibility in building trust of customers in using its services. How do you achieve that?

Visa is changing payments in a secure way. Often, two significant forces can seemingly work against each other: innovation and risk management. We consider both sides of the equation and find



a balance that delivers both convenience and security. Risk cannot be eliminated, but it can be managed and controlled.

At Visa, we are guided by a concept we call "Responsible Innovation." This means that when we develop new ideas, we keep in mind the difference between what is possible and what is responsible – and always choose the responsible path. It's the best choice for our customers and end users, and best for our business in the long run. Visa is a business built on trust. We have done a good job earning the trust of users to date, and we intend to keep it that way as we move forward in developing the next generation of payment solutions. As the payments industry shifts from plastic to digital, we are supporting our clients to offer consumers a safe, simple and consistent purchasing experience, regardless of where they are and

what device they are using.

Therefore consumers' trust Visa has built over the years will always be our number one priority.

You come from Moldova and have been in the last couple of years working in Kiev in a multicultural environment and with foreign partners and clients. What would you say are benefits and challenges of cultural diversity in the workplace?

Now working at a multinational company I can re-confirm how exciting and enriching it is – to have an opportunity to experience national and cultural diversity. You get a chance to learn about different markets, nations and cultures in a practical way, collaborating on a daily basis with teams around the globe. It drives enormous respect to every

nation and curiosity to learn more about different countries when you get a chance to travel there – to find out about local traditions, language, cuisine, history. We are so different and yet – so much alike in joint effort to make our world a better place.

It also takes sensitivity – to realize and respect differences we have. When I get to travel to Muslim countries during Ramadan for example – I try to adhere to local traditions – to express respect and experience different way of life.

You have graduated from the Executive MBA in 2009. Why did you decide to do an MBA in the first place and how did it influence your professional and personal life and attitudes?

Looking back now I am positive that decision to study at IEDC-Bled School of Business was one of the turning points in my life, both professionally and personally. I am

extremely thankful to my friend - Natalya Iuras - who has inspired me to embark this exciting journey. Knowledge, learnings and experience during intense yet wonderful time at IEDC have boosted my professional skills, understanding of economy, management, leadership and ultimately – made me a better person.

What is your favourite memory of IEDC?

Making new friends and experiencing learning in completely different way.

You've taken your most important role of becoming a mother at a very young age. Anastasia is now a grown up lady. What would you say is the most important lesson that you learnt by being a parent.

I need to confess, it took me some good years to realize that our chil-

dren have their own path in life, which not necessarily resembles our own, nor does it echo with our expectations of them. Taking courage to embrace the way they see life, appreciate their aspirations – is probably one of the most difficult and rewarding efforts a parent can make. Being a proud mother of a wonderful young lady made me also realize to what extent our own example matters for our kids. It is not the words we say, it is the way we act – that defines our kid's character and personality.

MEET CRISTINA PERSONALLY

I am inspired by ...

... my family and true friendship.

When I think of leadership, I think of ...

... my dad – one of the best examples of true leader I have ever known.

The advice I would give to my younger self:

Be bold and go for it, girl!

My friends would describe me as ...

... caring, responsible and inspiring.