



CONNECT & PROTECT

AMERICA'S SBDC ANNUAL CONFERENCE

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Meet Bruce Cundiff

As vice president of the Visa Business and Economic Insights team, Bruce Cundiff is responsible for providing economic analysis and business intelligence to Visa executives and clients. Bruce reports directly to Visa's Chief Economist, Wayne Best.

Bruce has 20 years of payment industry experience, including 10 years with Visa. He has also held positions at merchant acquirers, payment software and hardware solution providers, and research and consulting organizations focused solely on the payments industry. Bruce holds a B.A. in history and Asian studies from Tufts University and an M.B.A. from the Kenan Flagler Business School at the University of North Carolina Chapel Hill.