

BIOGRAPHY

David Simon

Senior Vice President

Global Head of Small Business & Medium Enterprises (SME)



David Simon joined Visa in January 2017 and has global leadership responsibilities for the company's Small Business and Medium Enterprises (SME) Sector. In this capacity, David is charged with growing the SME segment with bank issuers, platform providers, and key technology and retail partners.

Previously, David was the CEO of TriStar Payments and interim CEO of KeepsAmerica, focusing on the distribution of corporate funds in the Specialty Finance, Higher Education, Healthcare, and Insurance Sectors. He also served as the Head of Prepaid and Credit Cards & Senior Adviser for Payment Solutions for One West Bank.

David spent 13 years at Citigroup holding a variety of business management, Internet and channel management, business development, and legal roles, and was a Member of Citigroup's Management Committee. As an EVP in the North America Consumer Bank, David led the Citi Cards Customer Engagement organization and was responsible for deepening client relationships with 140 million accounts and maximizing profitability through cross-sell, channel management, analytics, and retention. David also ran Citi Cards Small Business Organization, managed Internet Business Development for Citi globally, and served as legal counsel to Citigroup.

David began his professional career as Counsel to the Board of Governors of the Federal Reserve System in Washington, D.C., where he concentrated on bank mergers and acquisitions, as well as electronic commerce matters. He has served as a board member of Citibank (South Dakota), N.A., and Operation Hope. David was named to the "40 under 40" list for Crain's New York Business and is a graduate of the University of Michigan and Boston University School of Law. He lives in NY with his wife Melissa and their two children.
