



## Mark Chirside

Partner, Financial Services



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Mark Chirside is a highly successful, experienced global executive and board-level expert within Digital Work's Financial Services practice, guiding companies to grow and mature their digital strategy and ultimately succeed in their digital-led transformation.

Exceptionally people-focused, technology and business astute, Mark has an outstanding track-record of owning and implementing digital strategy and innovation to drive strong growth in trading performance and channel profitability.

Mark has spent over 20 years successfully founding, building, leading, raising investment funds and transforming multi-million-pound solutions for brands such as Orange, Ukash, Naspers PayU, ThisIsMe, Entersekt and Xago. He combines significant practical experience with a deep understanding of the Financial Services arena and 'day-to-day' requirements, to deliver substantial digital channel growth and revenue.

Mark can help you with:

- Strong Customer Authentication (SCA) under PSD2
- 3DS v1 and EMV for Banking Issuers
- Payment Service Provider and alternative payment approaches, including Crypto Fiat on-ramps
- Greenfield financial initiatives - launching fully integrated functions from scratch
- Digital channel growth & optimisation of digital trading performance & profitability
- Know Your Customer technology and initiatives
- Behavioural, Facial and Neural Biometrics
- Adaptive Behavioural Analytics for fraud and financial crime management
- Team coaching & mentoring for increased performance

Mark brings both organisation and creativity to your Financial Services projects - matched by his knowledge of the online world. Using a collaborative approach, he is well-known for developing high-performing, cross-functional teams to deliver on a vision in challenging times, against aggressive deadlines.

His pragmatic approach and strong belief in creating outstanding digital experiences and journeys grounded in customer insight, will enable you to achieve significant growth in digital channels, improvements in customer engagement and commercial success.

### **Key achievements include:**

- *Founder and Technical Lead of Ukash, and as the CEO, driving growth into over 50 countries, exceeding £500m+*
- *Re-platformed and delivered the Naspers PayU brand across Africa and collaborated within the global group*
- *Multi-million \$ Sale of 3DS v1/EMV platform to a leading Payment Scheme across numerous countries*
- *Innovation awards for his work in Know Your Customer in South Africa*
- *Successfully implementing leading Neural Biometric solutions in crypto arena for Know Your Customer and Strong Customer Authentication*
- *Non-executive IT Board Member of largest Retail bank in Africa, RMB*



**Mark Chirnside** is part of a multi-disciplinary team of strategy, execution and growth experts.



## Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies



## Execute & Grow

Our Optimisation & Delivery team are experts in helping clients successfully execute their digital strategy and grow.



**End-to-end or specific needs.** Our team is structured to provide the exact skills you need



**A 'think + do' approach.** With expertise, methods and networks to rapidly deliver tangible business benefits



**A collaborative, pragmatic, and flexible culture.** Sharing insights and expertise to bring the best to our clients