

As Executive Vice President of Global Brand Strategy & Innovation, Ms. Guerin is responsible for brand strategy, advertising, media, digital marketing, and research. Cheryl leads the overall stewardship and activation of the global Mastercard brand, the evolution of the highly decorated priceless advertising campaign for consumers and expansion to B2B audiences, innovative media and digital marketing strategies and the delivery of foresights and insights that inform and inspire new opportunities for the business.

Prior to this Cheryl has led several areas for the company in Marketing, including North America Marketing & Communications, US Marketing and Global Digital Marketing. She also led Global Credit Products and held a general management role overseeing all Products and Services for North America. Before joining Mastercard she worked on the advertising agency side, driving marketing strategy and execution for major brands across multiple categories, such as packaged goods, travel, consumer electronics, B2B and financial services.

Ms. Guerin has launched several successful marketing innovations and platforms which have driven business results, brand growth and industry recognition, including the breakthrough

True Name card feature which was honored with a Cannes Lion Grand Prix in 2021, as well as the Strivers Small Business initiative, Priceless Cities, Priceless Surprises and the long-standing Priceless Causes Stand Up To Cancer program which has driven over \$60MM to support cancer research.

Cheryl is an Effie finalist judge and is on the Board of Directors for The Advertising Club of New York, Ronald McDonald House NYC, Crohn's & Colitis Foundation and Women In Payments. Cheryl was recently named to Brand Innovators 2021 Top 100 Women in Brand Marketing list, Yahoo Finance OUTstanding Ally Role Model list, *Moves Power* Women list in 2019 and received the Women in Payments "Change Agent" Award recognizing her leadership and innovation in Payments.

Ms. Guerin holds a Bachelor of Business Administration from Pace University's Lubin School of Business and lives in Westchester, NY with her husband and two sons.