



## **Lisa Sargent**

### **Visa Country Manager for Cambodia**

#### **Current Position and Responsibilities:**

Lisa Sargent, based in Phnom Penh, is Visa's Country Manager for Cambodia since January 2025. Her responsibilities encompass P&L management, sales, products, marketing, merchant relations, client services, government and public relations, and facilitating Visa's expansion into key business verticals. She is a member of Visa's Regional Southeast Asia leadership team.

#### **Other Information**

Prior to her current role, Lisa was the Head of Merchant Sales & Acquiring (MS&A) for Regional Southeast Asia, overseeing Indonesia, the Philippines, Vietnam, Myanmar, and Cambodia (IPVMC). She played a crucial role in expanding Visa's Merchant and Acquiring business across this region and was part of the leadership teams for Visa's Asia-Pacific MS&A and IPVMC.

Lisa was previously instrumental in forging strategic partnerships as the Head of Regional Merchant Partnerships Asia-Pacific, spearheading co-brand business development initiatives for the Asia-Pacific region.

Before joining Visa in February 2019, Lisa amassed over a decade of experience in financial services at notable institutions like Macquarie Bank, National Australia Bank, and ING, specializing in product strategy, brand and marketing.

A graduate of the University of Technology, Sydney, Lisa has also completed programs at the prestigious Oxford University Business School. She is an avid advocate for inclusion and diversity, serving as a mentor at Tech for She Singapore, an inclusive community for women in tech. Additionally, she serves as the regional chair for Visa Women's Network Asia-Pacific.