

Nashwa Kamel Leads eCards with Fresh Strategy Backed by 30+ Years of Banking Expertise

With over 30 years of great banking expertise, Nashwa Kamel assumed the leadership of eCards, a subsidiary of eFinance Investment Group for Financial and Digital Investments. This exceptional expertise will contribute to the company's objective of boosting digital payment solutions and supporting financial inclusion, fostering customer experience, and changing the future of digital payments by offering digital payment solutions to banks and businesses.

Nashwa Kamel has a demonstrated track record of success and the ability to meet project objectives. Moreover, she has been recognized as a driving force behind several successes in the banking sector. She demonstrated exceptional leadership talents as well as a strong emphasis on improving management and control processes. Furthermore, she has played a critical role in overseeing the execution of several digital initiatives.

Nashwa Kamel was Crédit Agricole Egypt's Head of Bank Operations and a member of the (ISCORE) Board of Directors. Her various positions employment added to her financial and banking talents, giving her a unique viewpoint. She is characterized by an excellent track record in team management as well as exceptional abilities in dealing with a variety of challenges.

Nashwa Kamel is getting ready to lead eCards as CEO, drawing on her extensive experience and previous successes in driving innovation and growth in the field of financial technology and digital banking solutions, as well as providing exceptional customer experiences and achieving sustainable growth across all levels of business and activities.

It is worth mentioning that eCards' services and products include online account opening using the online application form, which covers several procedures such as KYC. This is accomplished through the use of websites or mobile applications that include identity verification and digital fingerprint analysis. Also, eCards provides thorough clearing and settlement services on behalf of member organizations. The eCards Management Information Systems (MIS) platform provides extensive and summarized data on important performance indicators as well as card manufacturing, management, and processing.

eCards worked on digitizing payments for a number of strategic national projects, such as the Takaful and Karama program, the Farmer Card System, managing Pension Cards, implementing Digital Transportation Solutions - Railway Stations, and other joint projects for both the public and private sectors in a variety of fields.