

## BIO: Madyé Parrish

Madyé Parrish is a fintech strategist, with over 12 years of experience developing and deploying innovative omni-channel products. Prior to joining MoCaFi in November 2020 as Head of Product, Madyé served as Director of Program Management for the Americas region at Israeli-based fintech startup, Rapyd.

During her tenure as Director of Prepaid Card products at Visa, Madyé launched a new multi-billion dollar global Prepaid card service [in Beta] for multinational companies, delivering B2B, B2C, and B2E programs in local currency. She was hand-picked in 2018 by BNP Paribas Bank of the West's EVP of Treasury Management as the Director of Migration and Product Launch for its platform.

Madyé has had several groundbreaking roles over the course of her career at Wells Fargo, including Business Lead for Apple Business Chat—the first 3rd party Customer Service asynchronous smartphone chat interface in any major financial institution in the US—and Program Manager for the Treasury Solutions intranet integration during the Wachovia merger. Madyé was responsible for driving the Health Benefits Services group's strategy for a multi-purse debit card pilot and developed virtual channel metrics to determine ROI for Wells Fargo's high wealth and diverse growth segment customers in the Internet Services Group, now Wells Fargo Payments, Virtual Solutions and Innovation.

Madyé holds a Master of Business degree from University of Michigan's Ross School of Business, a Master of Arts degree in Spanish Literature from New York University, and two Bachelor of Arts degrees in Spanish Literature and Classical Clarinet Performance from Tufts University and New England Conservatory of Music's Five Year Double Degree Program.