

SUE KELSEY

Guiding Eyes for the Blind Board of Directors

Sue Kelsey is Executive Vice President, Global Prepaid and Financial Inclusion for Mastercard. Mastercard (NYSE: MA) is a Fortune 500 multinational financial services company with \$15 billion in revenue and 14,800 employees. In her current role, which she has held since 2018, Sue is responsible for accelerating industry growth and driving Mastercard's leadership in the prepaid space. In addition, she is accountable for delivering Mastercard's commitment to the World Bank of including 500 million unbanked consumers into the world's formal economy by 2020, driving true inclusion at the base of the pyramid.

She joined Mastercard in 2015 as Senior Vice President of Prepaid Product Management, where she led the revitalization of the global product solutions through a consumer-oriented Product Line Strategy, which included identifying several new business verticals. She also created an engagement plan with private sector entities in the garment manufacturing and coffee-farming areas to start penetrating the 230 million unbanked consumers paid in cash.

Sue moved to Mastercard from pharmaceutical company GlaxoSmithKline's (NYSE: GSK) Consumer Healthcare business, where she served for 13 years. Most recently, she held the position of U.S. Marketing Director for Wellness and Skin Health from 2014 to 2015, where she was responsible for a \$900 million P&L and a portfolio of more than 10 health care brands, including Tums and Nicorette. During her tenure, she drove transformational marketing plans to turnaround declining businesses, resulting in +10% sales swing within nine months and improved customer engagement, gaining recognition from CVS Health as "Supplier of the Year" in 2015. She led her teams to deliver award-winning campaigns, resulting in a Cannes Lion award, a SABRE award and an Effie nomination. Between 20 and 2014, she served as U.S. Marketing Director, Smoking Cessation Brands, where she was responsible for the financial delivery of \$450 million retail sales of the Nicorette and NicoDerm CQ brands. In this role, she delivered 2012 business-unit growth after several years of decline, delivering +4% consumption growth and over-delivering on budget by more than \$12 million net sales.

Prior to that, she served as Global Innovation Director from 2005 to 2011, after initially joining GlaxoSmithKline in 2002 as Group Brand Manager. She began her career in 1996 as Senior Brand Manager at Reckitt Benckiser (OTC: RBGPF), a producer of health, hygiene and home products, including brands such as Lysol, Woolite, Clearasil and Calgon. During her tenure at Reckitt Benckiser, she held marketing positions in the U.K. and Australian markets.

In recognition of her accomplishments, she received the 2013 Healthcare Businesswomen's Association's "Rising Star" award and the 2013 Tribute to Women and Industry Award.

Sue holds a B.Sc. degree in Food Science from the University of Leeds in the United Kingdom.

