



Mastercard Connect Summit 2025

The Future of Value
is Experience

Business Agenda - 26th September 2025.

09:00 – 09:15	Gathering & kick off
09:15 – 09:20	Moderator Intro
09:20 – 09:25	Welcome speech by Bartosz Ciołkowski , Division President, South East Europe, Mastercard
09:25 – 09:35	Word ahead from Jelena Sretenović , Vice-president and Country Manager for Serbia, Bosnia and Herzegovina and Montenegro, Mastercard
09:35 – 10:30	Signals from the Future: From Competition to Creation , Magnus Lindkvist , futurologist, author and trendspotting phenomenon
10:30 – 10:55	Digital Payments. Here we go again! , Gabriel Ghita , VP, Customer Solutions, South East Europe
10:55 – 11:10	Coffee break & Networking
11:10 – 11:40	The Role of AI in Consumer Engagement & Loyalty , Dmitriy Bogdanov (VP Customer Acquisition & Engagement Products & Platforms - Europe) and Nayden Marechkov (Director Commercialization, Customer Acquisition & Engagement) Bosnia and Herzegovina and Montenegro, Mastercard
11:40 – 12:05	Commerce and User experience Reimagined: Agents at Work , Krzysztof Sobala , Senior Principal, Mastercard Services, South-East Europe
12:05 – 12:30	From Data to Delight , Rupert Naylor , Senior Vice President, Services Business Development, Test & Learn Sales, Mastercard
12:30 – 12:55	Loyalty Accelerator - Personalization through Dynamic Yield , Eleftherios Kousakis , Vice President, Specialist Sales, Central & Eastern Europe, Dynamic Yield
13:00 – 14:00	Lunch break & Networking
14:00 – 14:45	Customer Experience in Banking: Paradigm shift (Crash Course) , Powered by the Mokrogorska School of Management, lectured by Senad Kulenović , Lecturer in Technology and Business Development
14:45 – 15:35	How to build a winning mindset to strive for excellence , Claudio Ferri , Vice President, Sales Excellence, Mastercard
15:35 – 15:45	Closing remarks , Jelena Sretenović , Vice-president and Country Manager for Serbia, Bosnia and Herzegovina and Montenegro, Mastercard
15:45 – 16:00	Coffee and Closing Networking



Claudio Ferri - an award-winning athlete and business professional who combines outstanding achievements with leadership excellence. As an Ultra Spartans winner, ultra-marathon runner, and Ultra Triathlon (Full Ironman) finisher, he embodies a winning mindset and a positive drive. Professionally, Claudio serves as Mastercard's European Sales Excellence Leader, while also pursuing his passion as a professional mental coach.



Dimitry Bogdanov - a senior product and platforms leader with 20 years of international experience in payments, loyalty, and customer engagement, including 12 years with Mastercard. Currently manages MC Customer Acquisition & Engagement products and platforms, with 25 product lines across 50+ markets. He drives innovation with a strong focus on AI-driven platforms and customer engagement solutions, creating the best possible experiences for clients and partners worldwide. .



Gabriel Ghita - Vice President, Customer Solutions Center SEE, leading Mastercard's business development team across Central and Eastern Europe. Together with his team, he focuses on designing solutions tailored to customer needs in areas such as issuing, acquiring, digital payments, cybersecurity, and cardholder benefits. Gabriel joined Mastercard in 2007 to manage the company's business development in Romania and the Balkans and has more than 20 years of experience in the electronic payments industry. He graduated in Management from the Bucharest Academy of Economic Studies.



Eleftherios Kousaki - an experienced Business Development professional and passionate people leader, with over a decade of proven success in scaling businesses across multiple European markets. His expertise in data-driven decision-making and leading diverse teams led him to the field of User Experience Optimization and Personalization, where he has held leadership roles for over seven years. Eleftherios is not only a strong advocate of advanced digitalization but also a true ambassador for AI-driven personalization across industries.



Krzysztof Sobala - a business leader with 15 years of experience advising financial institutions, retailers, digital players, and governments across Europe, with a focus on Central and Southeastern Europe. He currently leads Mastercard's professional services in South-East Europe, covering consulting, data analytics, marketing & loyalty, and cyber security. Previously, he worked in Deloitte's strategy consulting, advising major financial institutions. His expertise spans corporate strategy, digital transformation, payments, operating models, and commercial due diligence. He holds degrees from Stockholm and Warsaw Schools of Economics and is an alumnus of the Leadership Academy for Poland.



Magnus Lindkvist - a futurist and keynote speaker who explores the forces shaping business, technology, and culture in the decade ahead. Rather than predicting a single future, he demonstrates why the future is best understood as an activity—something we continuously build, test, and reinvent.



Nayden Marechkov - a senior leader in product management, loyalty, and customer engagement, with more than 20 years of experience in the financial services industry, including the past eight years at Mastercard. He drives innovation and strategic growth with a focus on commercialization and customer acquisition, combining deep expertise with a collaborative and results-oriented approach.



Rupert Naylor - the Global Lead for Business Experimentation at Mastercard. He partners with senior executives across industries to help them leverage analytics to accelerate business growth. With a long-standing career in analytics and insights, Rupert has spent ten years at Mastercard and previously worked at Bain & Company, gaining extensive international experience across Europe and Asia.



Senad Kulenović - an executive and consultant with more than 20 years of experience in driving digital transformation. He has successfully led over 30 projects across telecommunications, banking, retail, and gaming, bringing strong expertise in CRM, omnichannel strategies, and customer experience.

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