

Celebrating Our People: Aviva Klein



Aviva Klein of MasterCard Canada's Commercial Products team was awarded one of two prestigious President's Awards in the Individual category for her work in launching commercial interchange rates in Canada. This groundbreaking pricing initiative allowed the Canada region to capture a higher share of B2B transactions, driving growth for the industry. Prior to the pricing initiative, the Commercial segment started 2013 with negative 3.8 percent growth in January, and ended the year with a growth rate of 9 percent, higher than the growth rate of consumer credit.

We caught up with Aviva to learn a little about the project, the award and what she's working on next.

MC Central: Congratulations! What does winning this award mean to you?

Aviva: Winning this award means that anything is possible. You can have an impact working on any project.

MC Central Why was this pricing initiative so important to MasterCard?

Aviva: The pricing initiative is important because it demonstrates our thought leadership in the Canadian large market and enables MasterCard to grow our acceptance network – which leads to more volume (GDV).

MC Central: How did you embrace our values throughout the process?

Aviva: The pricing initiative was truly a group effort between the Product, Account Management, Pricing and Interchange and Operations and Technology departments, working in partnership towards a common goal. The broader team showed significant initiative by being relentless in the pursuit of new approaches to develop a solution that balances the interests of all of our customers.

MC Central: Are there any best practices you can share that others should consider using in the future?

Aviva: MasterCard collects and maintains a tremendous amount of data and we leveraged that information in order to follow a fact-based approach.

MC Central: What's next for you? What are you working on now?

Aviva: I'm as focused as ever on building B2B acceptance in Canada and sharing the vision of a world beyond cheques.

MC Central: Can you tell us a little about your background?

Aviva: I've worked in the credit card industry for nearly ten years with a focus on large-market B2B payments. I joined MasterCard three years ago and haven't looked back!

MC Central: What do you like to do outside of work?

Aviva: Eating, cooking, travelling and hanging out with my family.