

Jennifer Seidel, Digital Partnerships at Mastercard

Jennifer Seidel spent more than 20 years in advertising industry leadership roles spanning from Executive Vice President of the American Association of Advertising agencies to tenures as Senior Vice President and Vice President at global advertising networks including WPP, BBDO and AKQA.

As Chief Value Architect for WPP's Enfatico, Ms. Seidel directed global strategy and integrated marketing campaign creation for Dell's consumer division across Asia, Europe, North America and Latin America. At BBDO, Ms. Seidel led brand initiatives and business development efforts for AOL, Motorola, Bank of America and Monster.

Ms. Seidel left the workforce for five years following her youngest daughter's autism diagnosis to focus on therapy and educational programming. During that time Ms. Seidel was deeply involved in local philanthropies including serving on the board of the American Red Cross Metro New York North chapter and the Parent's Association board of The Greenwich Country Day School.

In 2020 Jennifer joined the Digital Partnerships team at Mastercard where she leads account management and business development initiatives for digitally native merchants, fintechs and e-commerce enablers.

Ms. Seidel and her husband Martin have three children.