



**Belina Lee**  
Regional Head of Consumer & Digital Marketing  
MasterCard Worldwide

Belina Lee is Regional Head of Consumer & Digital Marketing for Asia Pacific, Middle East and Africa at MasterCard Worldwide. She has over 16 years' of experience and achievements in engaging and connecting with the affluent segment, across product development, marketing and service delivery.

In her current role, Ms. Lee spearheads MasterCard's marketing strategy to increase cardholder brand preference, affection, usage and loyalty. She is responsible for brand and segment marketing, media management, digital and social marketing, as well as consumer engagement.

Ms. Lee joined MasterCard in 2006, heading Premium Product Development for Consumer Credit products. Key achievements include building a robust platform of strategic partners, developing product value propositions and pioneering a framework to drive integrated product marketing.

Prior to joining MasterCard, Ms. Lee served in regional and country roles at American Express where she led the development and delivery of travel and lifestyle benefits for the Platinum and Centurion portfolio, as well as managed the strategy for cardholder engagement and retention.

Ms. Lee started her career at Singapore Airlines Global Headquarters, gaining marketing and servicing experience across multiple disciplines including digital marketing with the setting up of the company's first online booking engine and heading the frequent flyer program delivery for KrisFlyer and PPS members.