



Security  
Standards Council®



# Hanoi

20 – 21 November



# Gina Gobeyn

Executive Director  
PCI Security Standards Council











**18 Years With An Important Mission**





# **Payment Technology Has Changed Remarkably**





# **New Payment Partners Driving Innovation**



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# Participating Organization Program

**Associate**

**Principal**

**Individual**



**35+**





**Same  
Mission**

**Advancing  
Technology**

**Accelerating  
Pace**

**New  
Players**

**Forward-thinking**

**Proactive**

**Collaborative**







**Diana Greenhaw**

Head of Engagement



**Deanne Zettler**

Head of Product and Technology

# Diana Greenhaw

Head of Engagement  
PCI Security Standards Council



# Deanne Zettler

Head of Product and Technology  
PCI Security Standards Council











THANG LONG HA NOI 1010 2010

A group of five business professionals are seated around a table in a modern office setting, engaged in a meeting. The scene is overlaid with a teal color filter. At the bottom of the image, there is a white network diagram consisting of interconnected nodes and lines. The text "Engagement Strategy" is centered in the middle of the image in a white, bold, sans-serif font.

# Engagement Strategy





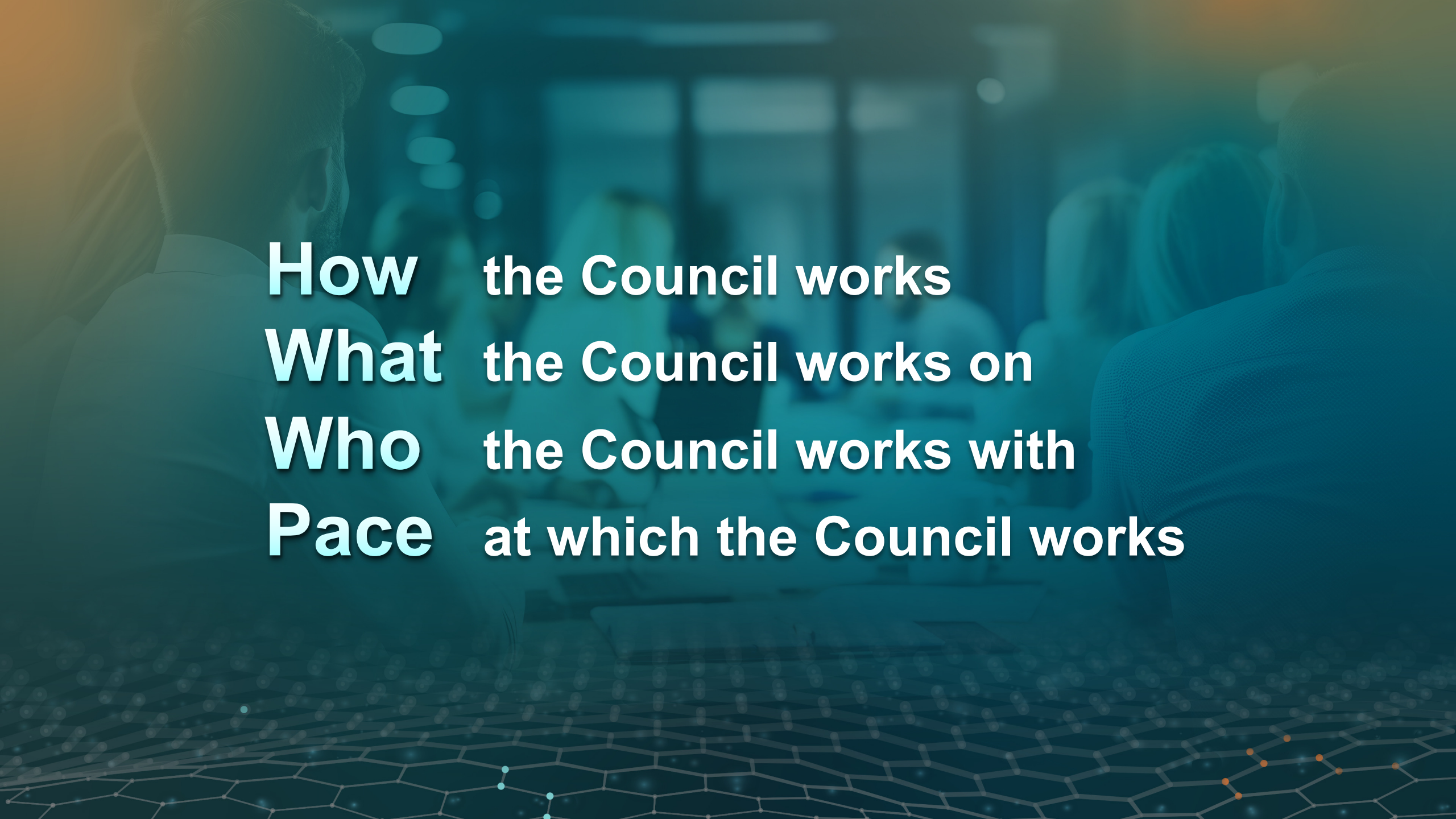






A group of business professionals in a meeting, with a digital overlay of a network grid at the bottom. The scene is dimly lit with a blue tint. In the center, a person's hand holds a blue pen over a tablet displaying a diagram. Other hands are visible, some pointing at the screen. The background shows office furniture and other people. At the bottom, a glowing network grid with blue and orange nodes is overlaid on the image.

**Working Together to Raise the Bar**



**How** the Council works  
**What** the Council works on  
**Who** the Council works with  
**Pace** at which the Council works



**HOW**  
**the Council works**

A blurred background image of a business meeting. Several people are seated around a table, working on laptops. There are documents with charts and graphs on the table. The image has a teal overlay. At the bottom, there is a faint pattern of interconnected nodes and lines, resembling a network or molecular structure.

# Focusing on Simplicity



**WHAT**  
the Council works on



**WHO**  
**the Council works with**



**PACE**  
**at which the Council works**





Provide **YOU** Value  
Support **YOU** Regionally  
Work with **YOU** to Stay Ahead of Threats  
Engage with **YOU**

A group of diverse business professionals in a meeting. In the foreground, a woman with curly hair is speaking into a microphone, gesturing with her hand. Behind her, several other people are looking towards the speaker. The image has a blue tint and a network pattern at the bottom.

**We Need Your Voice  
We Need Your Expertise  
We Need Your Participation**





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