

SPEAKER PROFILE



Amrish Rau
Managing Director
Citrus Payment Solutions Pvt. Ltd



Delegate Registration

Amrish Rau is responsible for leading and driving the business for Internet and mobile payments at Citrus Payments. The Citrus Mission is to simplify making and taking payments for millions of consumers and online merchants. Amrish brings the philosophy of "Mobile First" to the business. He continues to work with leading financial institutions and online retailers to aid the acceptance of electronic payments across India.

Earlier, as CEO for First Data Merchant Solutions Asia, Amrish provided leadership for the company's fastest-growing regions, covering many of the largest commerce markets in the world, from Singapore to China and India. Based in Singapore, he was responsible for increasing the company's presence and local payment capabilities to capitalize on the explosive growth of e-commerce and m-commerce. With his deep knowledge of Internet payments and products, he worked to enable secure payments anytime, anywhere and any way for thousands of online businesses. He founded and led as the MD for ICICI Merchant Services (a JV between FDC and ICICI Bank).

Prior to joining First Data, Rau was general manager of the payment services business for NCR Corporation in Southeast Asia. He worked closely with the Reserve Bank of India to develop and implement the image based payment system for cheques in India. During his tenure with NCR, Rau also held the role of general manager for Teradata India.

He brings a wealth of experience, having worked with large banks to implement payments and delivery channel strategies and improve their customer acquisition practices. Rau has worked closely with Indian telecom service providers to improve their business intelligence infrastructure and drive higher ROI through pro-active churn management and reduced revenue leakages. Before joining NCR, he worked with Siemens Nixdorf and was a part of their financial services line of business. Rau holds a degree in electronic engineering and is constantly pushing the envelope at CitrusPay.