

# U.S. Markets

The U.S. Markets division of MasterCard is responsible for growing, building and diversifying MasterCard Worldwide's business in the United States. The US is MasterCard's largest region, generating approximately half of the company's revenue and approximately forty percent of the gross dollar volume. As the environment and the region evolve, the US has expanded its activities to include both traditional and non-traditional customers. The region's goal is to deliver a diversified set of innovative products and services to a broad spectrum of customers in the region.

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## CUSTOMER ACCOUNT MANAGEMENT

Customer Account Management is focused on executing our Customer Focused Strategy. Five customer account management teams are responsible for managing a broad spectrum of customers.

## CUSTOMER DELIVERY

The Customer Delivery team is responsible for ensuring that U.S. customers receive best-in-class implementation, delivery and sales support. This group includes Product Delivery, Technology Account Management (TAM) and Expert Sales disciplines within USM.

## U.S. MARKET DEVELOPMENT

Market Development works with acquirers, merchants and other non-bank customers to grow MasterCard's business through deepened partnerships, expanded acceptance, and increased usage and preference.

## BUSINESS ADMINISTRATION & COMMUNICATIONS

Business Administration and Communications is responsible for communicating with both internal and external audiences and stakeholders. Through various communications channels we work to build alignment and collaboration and ensure that colleagues in the region understand U.S. Markets' priorities and objectives.