Souheil Badran

President, Alipay North America

Souheil Badran is a growth-focused executive responsible for driving the North America expansion of Alipay, one of the world's leading digital payment platforms. His focus is to enhance the buying experience for the millions of Chinese consumers who shop from U.S. and Canadian merchants annually by bringing mobile and online payments to North American merchants.

With years of global experience across eCommerce, big data, security, and payments industries, and cultures from Silicon Valley to China, Souheil has been instrumental in developing and executing the strategies that have led several companies to the top of their respective industries. Prior to his executive leadership role with Alipay, Souheil served as President and CEO of edo Interactive, where he led the effort to seamlessly deliver personalized offers to consumers through credit and debit cards as well as mobile devices.

Before joining edo Interactive, Souheil was responsible for all of the payments lines of business at Digital River, a processor of more than $35 billion in payments for more than 17,000 merchants around the world. He came to Digital River from First Data Corporation’s e-Commerce Solutions Group, where he served as Senior Vice President and General Manager.

Souheil currently serves on the Presidential Advisory Council of the Electronic Transactions Association, the global trade association representing the payments technology world. He also serves on the Board of the Children’s Cancer Research Fund, which supports the pioneering efforts in research related to the prevention, diagnosis, treatment, and cure of childhood cancer.