



Ting Chen

Ting Chen is a cross-disciplinary professional in M&A, banking, as well as in the e-commerce sector, specialized in digital innovation, payment, customer experience and retail banking services. She built up Bank SinoPac's E-Banking Division in 2010, leading the bank to become the pioneer among its peers in its digital development, including the award winning third party payment FunCashier, mobile banking app, corporate banking and ATM solution, and innovative eco-banking solution tailored to specific business models and sectors.

Her recent focus has shifted to the integration of seamless customer experiences in online-offline service journeys, and leading Bank SinoPac's full retail business with a new customer-focus initiative. In March 2018 Ting joined the EasyCard Corporation, the leading transportation and retail payment platform in Taiwan. With more than 70 million cards issued and in circulation, she aims to lead the company to expand its dynamic in payment integration and innovation, while turning payment into a fun and easy experience.

◆ Experiences **President, EasyCard Corporation**

Head of Retail Business / Head of Electronic Banking Division,
Bank Sinopac

Chief of Strategy Office, SinoPac Holdings

Chief Finance Officer, PChome eBay Co., Ltd. (Ruten Auction)