

RUSTOM DASTOOR

Executive Vice President, Head of Marketing & Communications, North America, Mastercard

Rustom Dastoor leads the marketing and communications function across North America, with a focus on establishing Mastercard as the world's most innovative payments technology company. He is also a member of Mastercard's North America Leadership Team and the Global Marketing & Communications Leadership Team.

Rustom harnesses an integrated, digital-first marketing mix, to demonstrate Mastercard's value in bringing the power of connected commerce to life. This is exemplified through platforms and campaigns that empower consumers to safely and conveniently make purchases, from everyday essentials to the extraordinary that drive their passions. He also enables Mastercard's partners, ranging from the world's largest financial services companies and digital giants to small businesses across the United States and Canada, to become digitally enabled. In addition, he helps position Mastercard as the partner of choice for public sector customers who are reimagining national digital infrastructures.

Rustom helps deliver on Mastercard's commitment to being a Force for Good. He is focused on advancing on Mastercard's ESG goals in the areas of building a sustainable planet and driving more diverse & inclusive business practices, internally and externally. His work in these areas encompasses helping the Priceless Planet Coalition to reach its target of planting 100M trees by 2025; and creating an inclusive, diverse brand promise that allows all segments of society to be a part of the Mastercard story and journey.

Prior to his present role, Rustom led marketing and communications in Asia Pacific. He has also held roles in global B2B marketing and marketing strategy and operations while at Mastercard.