



**Peggy Bekavac Olson**  
Senior Consultant

Peggy Bekavac Olson is an industry veteran with over 15 years experience in the financial services industry.

She specializes in helping companies build their brands, enhance communications, and improve promotion and lead generation capabilities, with the goal of growing revenues.

Peggy previously served as vice president of marketing and communications for TSYS Acquiring Solutions for more than five years.

During her tenure, Peggy was responsible for directing the company's brand, public relations, investor relations, communications, advertising, events, product marketing and market intelligence activities. She was instrumental in guiding her team in the development of acquirer toolkits to jumpstart the merchant sales process for dynamic currency conversion, gift card, petroleum and quick service restaurant offers; spearheading the company's re-branding efforts from Vital Processing Services to TSYS Acquiring Solutions; as well as managing communications to more than 200 bank acquirers and their one million plus merchants.

Before joining TSYS, Peggy operated a marketing consultancy serving clients in both the financial services and technology industries, including Aurum Technology (Fidelity National Information Services (FNIS)) and Vital Processing Services.

Throughout her career, Peggy has gained broad experience developing marketing programs and materials for core, teller, ATM, image item and payment processing as well as for credit, debit, check, ACH, prepaid and alternative payment forms. She additionally held marketing, sales and product management positions with software providers developing for IBM, NCR, Unisys and BancTec hardware platforms.

Olson holds a Bachelor of Science Degree in Business Administration from the Carlson School of Management at the University of Minnesota. She currently serves on the Program Planning Committees of the Electronic Transactions Association (ETA) and Women Networking in Electronic Transactions (W.Net).

In addition, Peggy has significant philanthropic expertise. As a founding board member of a Phoenix, AZ-based private, not-for-profit independent school and as corporate United Way executive, Peggy has led fundraising campaigns to record levels of giving, generating in excess of \$10M in charitable contributions.

