

Young... Successful...
Lebanese VIP

RANDA BDEIR



[auditap2pay](#)

Holding power in one hand and wisdom in another, this multitasking passionate lady has made her way through perseverance, creation and determination. Pushed by her indomitable ambition and outstanding intelligence, she is the incarnation of the incontestable genius...

She is one of a kind... *The lady of success*

Company:
Bank Audi

Position:
Assistant General Manager
Head of the e-Payment Solutions and Card Services

Degrees:
Master in Sociology, Master in Money and Banking, AUB

Children:
Zeina, Lana, Aya, Dania

Hobbies:
Healthy lifestyle and always connected with the latest technological innovations

Awards:
Ranked among the top 70 Arab women, Forbes
"MasterCard Champion"

Originally from Damascus in Syria, Randa Bdeir's beauty is a fusion of a Syrian father Taysir Daadouch and a Turkish origin mother Makbouleh Nasri. She was 11 years old when her family moved to Lebanon where she studied in the Lebanese Evangelical School.

Few years later, while she was still a brilliant Science Ex baccalaureate student, she married Saadi Bdeir whose vision of an educated woman met with Randa's aspirations. She continued her studies at AUB and got her master's degree in sociology.

Pushed by the eagerness of knowledge Randa discovered at the young age of 21 her inner passion for banking. Playing the role of the perfect mom and wife, and despite the fact of having already 3 kids, she managed to stand out in this field in which she got her master's.

In 1993, after graduating, she was directly propelled to the Central bank where she worked on a credit card law research study. One year later, she inaugurated her 11 years path at Fransabank in the Marketing and Business Development Management.

She pioneered the introduction of the card-issuing business in 1994 and played a key role in introducing and developing e-commerce, as well as the acquiring and ATM business in both the Lebanese and Syrian markets. She also invented the concept of the internet card, for which she received numerous awards.

In 2004, she joined Bank Audi and grew the bank's card business to rank 1st in Lebanon and 8th among MENA credit card issuers.

She then launched "Tap2Pay" and established E-Mall, the region's first electronic mall within the banking sector. In addition, she established E-Gallery and launched a university program aimed at educating the new generation and introducing students to the cards' business and to new payment trends.

• **Her ultimate challenge:**
Within 5 years she jumped from 0 to 44% from the market

• **Her dream come true:**
To create an electronic & digital payment company

• **Her political vision:**
Gender equality. Women & men should rule the world equally

• **Her business aspiration:**
Reach a cashless society

• **Her family vision:**
Health and success to her family

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