

LeRoy Cole III

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Payments Leader with Partnerships and Coaching Experience

More than 8 years in the payment ecosystem with international assignments. Experience translating global strategy policies to regional and market-specific contexts. Focused on building high-performing inclusive team cultures, collaborating across organizations, and developing individuals. Experience in business development, client partnership management, merchant acquiring payments policy, and product innovation. Career coach and business owner pursuing opportunities to build and lead teams in growth companies.

Key Skills

Mentorship and Coaching
Client Management

Partnership Strategy
Cross-functional Leadership

Payments Operations
Change Management

Experience

LeRoy.Coach, Brooklyn, NY

January 2024 – Present

Career Transition Coach

Established career development coaching business focused on leaders looking to grow in their current role, move to the next level, or transition into tech and fintech after a layoff or reorg.

- Clients include Startup Founders, Directors, and federal employees affected by 2025 reduction in force
- Over 125 coaching hours serving more than 50 clients both paid and pro bono
- 80% of extended 1:1 coaching clients (4 sessions or more) accepted new roles at new companies

Visa, Inc., Foster City / Sydney / Singapore / New York

January 2015 – September 2023

Director, Product Incubation, North America Innovation & Design Team, New York

March 2022 – September 2023

Leader of research and development of new products focused on merchant-related services.

- Collaborated with designers and core business stakeholders to identify and research new product opportunities.
- Applied human-centered design principles to conduct user research and create client narratives to build proof of concepts.
- Led client innovation engagements with strategic merchants to address their business challenges.

Business Development Leader, Acquiring, Asia Pacific Regional Client Sales, Singapore

July 2021 – February 2022

Managed Asia Pacific relationship for two leading global acquirer processors (Fiserv and Worldpay) across 10 countries.

- Executed a partnership growth plan that included initiatives and new product launches. Consulted and supported acquirers with innovative solutions to grow market share and presence in Asia Pacific.
- Facilitated expansion into new markets through applications for non-Financial Institution Acquiring Licenses
- Presented quarterly business reviews to share key performance and benchmarking data with recommendations to improve revenue and grow merchant payments.

Director, Asia Pacific Network Integrity, Merchant Solutions, Singapore

January 2019 – July 2021

Client-facing subject matter expert for merchant acceptance rules, and policy across the 17 markets in the Asia Pacific region.

- Led consultative deployment of new policy frameworks and pilot programs across Asia Pacific, navigating local operational complexities to achieve adoption and measurable impact.
- Met directly with leading merchants and acquirers to communicate Visa rules and policies to facilitate compliance or create pilot programs.
- Accountable as regional owner of acceptance programs for entities including payment facilitators, marketplaces, and digital wallets.
- Represented the merchant and acquiring perspective on cross-functional working groups focused on improving cross-border payment success rates to reduce operational costs for issuers, acquirers, and merchants across Southeast Asia.

Business Development Manager, AU/NZ Merchant & Acquiring Initiatives, Sydney

October 2016 – January 2019

Client-facing Lead on local initiatives and key contributor to business planning and prioritization for Australia and New Zealand merchant team.

- Drove market pilots for contactless-only card acceptance, Tap to Phone, and PIN on mobile point of sale.
- Led merchant and acquirer engagement for payment security initiatives including Tokenization and Secure Remote Commerce.
- Managed relationship for Australian acquirers and payment facilitators – Tyro, Square, Stripe. Managed new acquiring license applications for Australia.

Business Analyst, North America Merchant Sales Enablement, Foster City January 2015 – October 2016

- Created presentations and analyzed data for account executives in preparation for client meetings.
- Developed and maintained dashboards and internal decks for monthly executive reporting leveraging Salesforce and internal databases.

Additional Roles:**Visa Pride Singapore Employee Resource Group Co-Chair, Singapore March 2021 – February 2022**

Coordinated employee engagement for Asia Pacific during Pride month. Moderated a community-focused career development event for LGBTQ+ professional community in Singapore.

Visa Black Scholars and Jobs Mentor, New York May 2022 – Sep 2023

Met monthly with one scholar during their freshman year to discuss any challenges or topics of interest.

US Jesco, California**August 2014 – December 2014****Product Sales Agent**

- Set up product demonstration space and ran 10-day sales road shows for Haan consumer products at retailers across Northern California in a commission-only role.

Movile Inc., California**January 2013 – May 2014****US Product/Marketing Analyst**

Second U.S.-based employee for Brazil-founded app developer. Primarily worked with a video on demand app for preschoolers – Play Kids.

- Expanded PlayKids through translation and localization to 6 countries including U.S., U.K., Australia, and several European markets.
- Supported product development team in Brazil and design team in Argentina with defining the product roadmap and country-specific marketing strategies.
- Defined initial marketing budgets, and coordinated platform integrations for new digital advertising partnerships.

21212 Digital Accelerator, Rio de Janeiro, Brazil**May 2012 – November 2012****Business Intern**

Worked closely with the 9 startups in the 6-month acceleration program including fintech Zero Paper (acquired by Intuit).

- Facilitated sessions with accelerator mentors and startups in English and Portuguese to further define their business model and early customer pain points.
- Contributed to business plan development, target customer interviews, and product development strategies with five startups.
- Provided feedback and helped shape pitch narrative and translation ahead of demo day with major angel investors and VCs.

Volunteer Commitments:**2020 – Present****New Life Stories, Singapore**

Consistently meet and mentor children in Singapore who have an incarcerated parent.

WYBC Board of Governors, New Haven, CT

Member of Yale Radio board of Governors.

Yale Alumni Association Mentor, Remote

Mentor Current Yale and Yale-NUS students.

Education**Yale University, Bachelor of Arts (BA) Economics**

Study Abroad in Rio de Janeiro, Brazil, Conversational Portuguese

Certification

ACA Coach Academies: Certified Professional Coach. Currently pursuing ICF ACC credential

October 2023