

# MPC The MPC Show Times

THE DIGITAL COMMERCE EVENT

January 2022



## From the Director's Chair

As the curtain rises on 2022, it's my pleasure to begin a new year with our January edition of The MPC Show Times. The NRF just released its holiday totals and found that sales were up 14.1 percent over 2020.

Near-term predictions abound among retail leaders and financial service providers; and once again, familiar themes of security and interoperability are aspirational goal posts in our competitive arena. We explore these themes with guest columnists and in an exclusive backstage interview with Roy Ng, CEO at Bond.

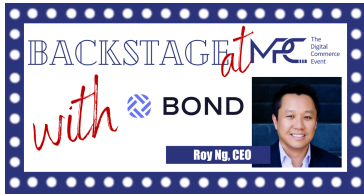
Also in this issue: our annual [Call for Speakers](#) announcement sets the stage for MPC22, heralding our live August show. We'll have more details on that soon. In the meantime, send us your proposals – we are eager for your insights on our everchanging digital commerce sphere.

Happy New Year from all of us at MPC.

Let's make 2022 a defining year for digital commerce innovation!

What are your near-term expectations? Drop me a note at [marla@mpcevent.com](mailto:marla@mpcevent.com) and let's connect on [LinkedIn](#) and [Twitter](#).

**Marla Ellerman**  
Executive Director  
[MPC Digital Commerce](#)



## Backstage with Roy Ng, CEO at Bond

Roy Ng is CEO at [Bond](#), a financial technology company that enables organizations from any industry to create personalized financial experiences for their customers and communities. Using Bond's software and API platform, developers can embed next-generation financial products into amazing customer experiences. Bond was founded in 2019 by industry veterans from Twilio, SoFi, SAP, Goldman Sachs, and Blackrock, all with deep roots in enterprise software, technology, and financial services.

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## ADVISORY COLUMN



### State of the industry, but does it matter?

Digital Transformation, Real Time Payments, Ether DeFi, Embedded Finance, Banking As A Service are all the latest buzz words in Payments and FinTech.

While those words actually describe the market segment or grouping of service providers in the ecosystem of finance, how do you know what type of payment service you really need?

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# NEWS DESK



## Breaking: Are You Ready to Get Chipped?

### SaaS provider Walletmor will plant a wallet in your hand

The future becomes reality with the first globally accepted, biologically safe payment implant. Installed under the skin, the device is a convenient alternative to your bulky wallet full of credit cards. The ISO-certified, bio-compatible solution, Walletmor, is available to U.S. residents for \$229 USD, company representatives disclosed on Jan. 4, 2021.

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## 4 FinTech Trends to Watch in 2022

During the pandemic, mobile app usage increased by 39 percent in the United States and as much as 72% in Europe, according to a recent study by [Finextra](#). Users around the world became accustomed to fintech and ecommerce and researchers expect momentum to continue into 2022, largely driven by financial technology advancements.

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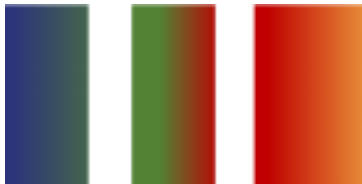
# CRITIC'S CORNER



## The New Transactional Selling

Transactional selling, which tends to focus on short-term gains, was effective in moving merchants from paper to electronic commerce and mag-stripe cards to EMV. Today we need a more consultative approach. Our COVID-fueled analog-to-digital movement presents multiple options for expanding customer reach and is more complex than earlier merchant migrations.

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## Equity News



## Wnet Welcomes its 2022 Executive Team, Board of Directors and President's Advisory Council

KENT, Ohio – Jan. 10, 2022 – [Women's Network in Electronic Transactions \(Wnet\)](#), the premier non-profit organization serving professional women in the payments and fintech industries, today announced that its Board of Directors unanimously elected new leaders to its Board, Executive Committee, and President's Advisory Council. Intensely committed to Wnet's mission of professional parity, the 2022 leadership group includes broad industry representation, enabling Wnet to empower women from the financial services industries at every level and increase their career opportunities. The full roster is available below and on the [Wnet website](#).

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# EVENT UPDATES



## MPC Digital Commerce Event Calls for Speakers for 12th Annual Symposium

PHOENIX (PRWEB) DECEMBER 06, 2021—[MPC Digital Commerce Event](#) will open its annual call for speakers January 3, 2022. Experts in a variety of topics will take the stage at the 12th annual MPC symposium, widely known as a platform for leading-edge content, thought leadership and networking opportunities. The exclusive MPC22 event will be held in August of 2022 and prospective speakers and presenters can submit applications from January 3-21, 2022, MPC organizers stated.

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# BLOG



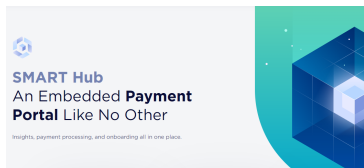
## Visa Takes Aim at Cashless ATMs

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# PRESS



## Customers Bank Launches Tech, Venture Banking Group



## Transcard SMART Hub Now Generally Available



## Cryptoassets, CBDC, Privacy Top 2022 ETA Public Policy Agenda



## Cinchy Joins Canadian Companies-to-Watch in Deloitte's Technology Fast 50 Program

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