

BIOGRAPHIES



MARLA KNUTSON
PRESIDENT
TRANSFIRST NATIONAL FINANCIAL INSTITUTIONS

Marla Knutson, President of TransFirst's Financial Institutions Division, joined TransFirst in April 1999. In this role, she is responsible for all aspects of the division's operations, including developing and implementing business growth strategies and industry partnerships and managing the national sales team and all national sales and distribution points.

Knutson, who specializes in product and sales management, as well as marketing development, has more than 25 years experience in the banking and financial services industry. Having worked with local, regional and national players in the industry, she has developed a keen understanding of the competitive marketplace and has written numerous articles on merchant processing and fee income generation.

Prior to joining TransFirst, Knutson served as National Sales Manager and Vice President for agent banks in the Merchant Services Division of Chicago-based Harris Trust and Savings Bank. In this position, she successfully increased sales volume and played a key role in the development of the division's five-year business plan. Before working with Harris Trust and Savings Bank, she served as a merchant product specialist for Norwest Card Services, where she managed all vendor relations, researched new processing methods for merchant transactions and coordinated the company's marketing efforts.

Knutson earned her bachelor's degree in finance with a minor in marketing at Iowa State University. Currently, she serves on the W.net (Women Networking in Electronic Transactions) board of directors. She has served on the Electronic Transactions Association (ETA) board of directors and she has served on the president's advisory council for the ETA board of directors.