

MEET *Dana L Cox*

Executive / Founder & CEO / Travelpreneur
Author / Coach / Speaker / Board Member



Dana L. Cox is a highly accomplished executive with over 30 years of experience in the corporate world, currently serving as the **Senior Vice President of Global Delivery Enablement at Mastercard**. With a heart full of love for family, friends, and community, Dana has successfully climbed the corporate ladder from an administrative assistant to her current role, all while raising a family of six children with her husband, Trevor.

As the head of Global Delivery Enablement, Dana leads a global team of professionals who collaborate with Product and Engineering teams to support product design, improve customer onboarding methodologies, and define and document the implementation process for customer-facing regional delivery teams. Before this, Dana led North America's Core Product Delivery vertical, delivering Mastercard Core, Loyalty, and Gateway offerings.

Dana has an impressive record of driving revenue growth and introducing new products and services. She has managed strategic delivery relationships, culminating in establishing the Fintech Center of Excellence in North America, which strengthened Mastercard's support for Fintechs, Digital Partnerships, and Neo Banks. Dana has received the Mastercard Market Mover and Mastercard Exceptional Sales Performance Awards for her extraordinary contributions to high-impact results.

Before joining Mastercard in 2012, Dana held various technology and operational positions at FIS and Fiserv. She possesses extensive experience in Strategic Program Management, Project Execution, Product Development, Resource Alignment, and Client Engagement within the financial services and payments industries.

In addition to her corporate accomplishments, Dana is the **Co-Founder and CEO of Cox Travel Adventures LLC**, which focuses on curating luxury travel experiences that support economic and socio-cultural sustainability. Dana also serves on the Connecticut Main Street Center Board of Directors, Stewardship Committee, and Custom Collaborative Board of Directors.

Dana holds an MBA with High Honors from Cardinal Stritch University, a Bachelor of Science in Business with High Honors from Upper Iowa University, and a Project Management Professional (PMP) designation. Her passion for helping others achieve personal and professional success inspired her to write **The F.I.X. Focused and Intentional eXecution**, which shares critical lessons she learned during her ascent up the corporate ladder.

Described as an infectious soul with a cheerful outlook, Dana believes that self-confidence is the key to her successful journey. She provides opportunities for others with similar aspirations, demonstrating that achieving a fulfilling and satisfying life is possible without sacrificing health or neglecting relationships. Dana leads with a deep understanding of the correlation between relationships and results, aiming to inspire others to create a balanced, successful life.

