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Payment Alliance International's Donna Embry Named one of the Most Influential Women in Payments

Honored by PaymentsSource at Card Forum & Expo's Women in Payments Luncheon & Leadership Panel

LOUISVILLE, Ky., April 10, 2013 – [Payment Alliance International \(PAI\)](#), a leader in electronic payment processing solutions, is pleased to announce today that Donna Embry, senior vice president of strategic development, was named as one of the [Most Influential Women in Payments](#) by [PaymentsSource](#). The editors of PaymentsSource selected 20 seasoned and accomplished female payments professionals for this inaugural award based on their significant achievements, exceptional leadership and promotion of innovation in the payments industry.

Embry's career in the payments industry spans more than 40 years. She has held executive product, marketing and operations positions with major industry players such as Citizens Fidelity Bank (now PNC Bank) and Vital Processing Services (now TSYS Acquiring Solutions). Since 2005, Embry has led the development, roll-out and enhancement of the entire suite of PAI products and services, and is a mentor to her staff and peers. In October of last year, Embry was elected president of the [Midwest Acquirers Association \(MWAA\)](#) and continues to foster changes throughout the entire industry as she serves in the top leadership role for the regional association.

"Donna is truly one-of-a-kind," states John J. Leehy, III, president and chief executive officer for PAI. "Throughout her brilliant career she has demonstrated an instinctive gift for spotting trends and recognizing subtle shifts in the payments landscape. There's no one who loves this business more than Donna," adds Leehy. "Everyone in the company is proud and excited for her to receive this well-deserved recognition."

Embry has a unique pulse on the industry and has predicted numerous changes that have come to fruition. As a result, she is frequently asked to speak at industry conferences and be interviewed by a variety of industry publications. Embry authored the first [Electronic Transactions Association \(ETA\)](#) publication, "The Encyclopedia of Terminology for the Acquiring Industry," as well as developed and taught the inaugural introductory series of classes for ETA University.

"I am truly honored to be recognized as one of the *Most Influential Women in Payments*," states Embry. "Receiving this award is the most gratifying and humbling experience in all my years in the business. I respect each and every one of the women selected and feel privileged to be standing alongside such a brilliant group of female payments professionals," adds Embry.

The 20 women were acknowledged yesterday during [SourceMedia's 25th Annual Card Forum & Expo](#) at the Boca Raton Resort & Club in Florida. The honorees represent a wide range of payments constituencies and are leaders whose vision and dedication truly are driving change. Embry participated in a panel discussion during the luncheon recounting tales of unpredictable career paths, transitions, diversification and decisions made along the way that have made these women the leaders they are today.

About Payment Alliance International (PAI)

Payment Alliance International is a leading provider of payment processing solutions for businesses nationwide. As the nation's largest deployer of ATMs, PAI provides ATM processing and maintenance services, ATM equipment sales and support, and ATM branding programs. PAI also offers comprehensive payment and small business solutions including credit, debit and prepaid card acceptance services, remote deposit capture and check processing, ecommerce solutions, ATM/email/mobile marketing, and loyalty programs...all designed to maximize customer success and make business easy. Payment Alliance International is based in Louisville, Ky., with offices in West Palm Beach, Fla., Jackson, Miss. and Billings, Mont. For more information, please visit www.GoPAI.com or follow us on [Facebook](#) and [Twitter](#).

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