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Donna Embry Named as one of the Most Influential Women in Payments for the Second Time

Payment Alliance International Exec to be Honored at Card Forum & Expo's Women in Payments Leadership Exchange

LOUISVILLE, Ky., April 21, 2014 – [Payment Alliance International \(PAI\)](#), a leader in electronic payment processing solutions, is pleased to announce that Donna Embry, senior vice president of strategic development, has been named as one of the *Most Influential Women in Payments* for the second year in a row by [PaymentsSource](#). The publication's editors select seasoned and accomplished female payments professionals for the annual award based on significant achievement, exceptional leadership and promotion of innovation in the payments marketplace. This year's honorees will be recognized at [SourceMedia's 26th Annual Card Forum and Expo's Women in Payments Leadership Exchange](#) on April 22, 2014, in Orlando, Fla. Embry will speak during the Leadership Exchange as part of the "Career Paths in Payments – Women in Technology" panel.

Embry's payments industry career spans more than 40 years. Since 2005, she has overseen the development, roll-out and enhancement of products and services for PAI. Embry currently serves as president of the [Midwest Acquirers Association \(MWAA\)](#), on the [ATM Industry Association \(ATMIA\)](#) EMV migration committee and on the advisory board for [ISO&Agent](#) publications. She additionally serves on the program planning committee for [TRANSACT 14](#), powered by the [Electronic Transactions Association \(ETA\)](#), as well as the ETA's awards and recognition committee. Embry is a sought-after payments industry guest speaker and is frequently quoted in industry publications. She has held various executive product, marketing and operations positions during her career with major industry players such as Citizens Fidelity Bank, now PNC Bank, and Vital Processing Services, now TSYS Acquiring Solutions.

"Donna is a tremendous asset to PAI and the entire payments industry as exemplified by this award," states John J. Leehy, III, president and chief executive officer for PAI. "She has a special gift for identifying market needs, plus has the foresight and wherewithal to create new and innovative products that address them," adds Leehy. "On top of this, she makes time to give back, sharing her knowledge and expertise, with many people in payments plus the industry at large."

"I am thrilled to be recognized again for this prestigious award and honored to be a part of the amazing group of women selected," says Embry. "More women need to be in the payments business and at higher levels," adds Embry. "Hopefully this award helps spur innovation by women in the business, while providing inspiration to up-and-comers."

About Payment Alliance International (PAI)

Payment Alliance International (PAI) is one of the nation's largest deployers of ATMs, 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...all designed to maximize customer success and make business easy. Payment Alliance International is based in Louisville, Ky. For more information, please visit www.GoPAI.com or follow us on [Facebook](#) and [Twitter](#).

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