



## Neiva, Newton

CEO  
CBSS, Visa Vale Cards Issuer



Newton Neiva is the CEO of CBSS – Companhia Brasileira de Soluções e Serviços (CBSS), a company owned by Bradesco and Banco do Brasil to operate in prepaid and benefits cards market.

With almost 30 years experience in Finance, Administration, Human Resources, Operations, and Information Technology, he worked at Bozano Simonsen, Brazilian Food, Banco Real and Alfa before being hired for CBSS (Visa Vale issuer) for the company start up in 2003 .

An economist graduated from Gama Filho University (UGF), in Rio de Janeiro, Neiva has completed various advanced courses in Brazil and abroad, including an International Executive MBA at São Paulo University (USP). He has also completed courses at Northwestern University and Vanderbilt University, in USA, and City University and Cambridge University in England, as well as several courses at USP and FGV, in Brazil.

In September 2006 he travelled to Fontainebleau, France, to conclude the final stage of his Executive MBA at INSEAD.

CBSS, VISA VALE CARDS ISSUER

CBSS – Companhia Brasileira de Soluções e Serviços, which develops and manages prepaid and voucher benefits cards, is the issuer of Visa Vale, a singular prepaid program from Visa in Brazil.

The company has 5,3 millions cards issued, 70.000 corporate customers and 230,000 establishments registered in the country, to operate 5 different prepaid benefits cards Visa Vale for meals, groceries shopping, gas and christmas benefits. In 2010, CBSS launched its first prepaid card for individuals, MoneyCard, a Visa Travel Money card for international travelers.

According to the “Brazilian Corporate Governance Institute”, CBSS is ranked amongst the top six companies in terms of corporate governance in Brazil. Its survey covered Ownership, the Board of Administration, Management, Independent Auditing, the Fiscal Board and Conduct, and Conflict of Interests. The company got an overall average of 82.1 points, compared with an average of 64.5 points for all participants.

Recently, Visa Vale cards were recognized as the best corporate card program in the world by “Paybefore Awards”. In 2009, CBSS had got the first place on ranking “The Best of Dinheiro Magazine”, in the Miscellaneous Services category. Recognized as innovative, CBSS, through Visa Vale cards, was identified by the global consultancy Monitor - in an article published by Exame magazine in 2008 - as one of the creators of the top 10 innovations of the country over the last decade.