

Barclaycard Appoints New Head Of Strategic Product Management For Prepaid



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Barclaycard has appointed Jim Wadsworth as its Head of Strategic Product Management for Prepaid. In his new role, Jim will be responsible for driving forward Barclaycard's prepaid card activities in the public and private sector.

Jim joins Barclaycard from JP Morgan where, for the past two years, he was responsible for developing and launching its prepaid and commercial [credit card](#) offerings in the UK and Europe. Prior to this role, Jim was Chief Marketing Officer of Simpay, the pan-European mobile payment initiative and has also held the position of head of m-commerce at Vodafone UK.

Commenting on his appointment, Jim, a former board director of the Prepaid International Forum, said: "I'm excited by Barclaycard's commitment to payment innovation and am looking forward to leveraging Barclaycard's extensive commercial payments activities by developing new prepaid products for both the public and private sector."

In August 2009, Barclaycard published figures about their customer numbers that showed that it has 11.9m UK customers, 11.8m international customers and 88,000 retailer/merchant relationships. In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

Barclaycard also issues charge and [credit cards](#) to corporate customers and the UK Government. Barclaycard partners with a wide range of

organisations across the globe to offer their customers or members payment options and credit cards.

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About

Barclaycard:

Barclaycard, part of Barclays Global and Retail Commercial Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept credit card payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable [contactless](#) and mobile payment schemes for today and cutting edge forms of payment for the future.

The new pre-application tool provides even further added value to increase customer confidence. The application will be approved before they apply, and they will be able to check their likely eligibility with the new [pre-application check](#) - without the need to make a full application.

Barclaycard were the first to provide online banking and now more than 800,000 customers regularly use the online account facility. Customers can use their Barclaycard to pay for goods and services in more than 22 million places in over 200 countries and can withdraw cash from over 600,000 ATMs and banks worldwide

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