



## PETRA MEJAS

(Spec. oec.)

### **International career in Commercial Business Development & Strategic Partnerships**

Mobile payment & technology, Leading Digital Transformation & Strategy, Advanced Data Analytics, Team leadership

Petra Mejas, a university alum, has spent nearly 20 years building in the fast moving world of mobile technology and digital payments. Her career started in hands-on sales and partner management roles, where she learned how the industry really works: long cycles, complex stakeholders, evolving consumer behavior, and relentless pace. Over time, she transitioned into business development, strategic partnerships, and ultimately commercial leadership, shaping market strategy from Dubai while working with telecom operators and digital merchants across Europe, the Middle East, and wider EMEA.

Along the way, she led large account portfolios, negotiated partnerships that unlocked new channels, and oversaw commercial performance with full P&L ownership. She helped scale partner ecosystems to include dozens of digital merchants and telco relationships, ensuring smooth onboarding, smart prioritization, and close alignment between product, tech, finance, and analytics teams. Her focus has always been on sustainable growth powered by strong relationships, disciplined planning, and operational efficiency. She also drove internal process improvements to make cross-functional collaboration sharper and decision making faster, keeping organizations lean, adaptable, and structured without sacrificing momentum.

Management for Petra wasn't a sudden jump, it was the outcome of accumulated reps: learning how to pitch value clearly, read market signals, keep partners engaged, and guide teams across cultures, expectations, and time zones. She led business development and key account teams across multiple countries, supporting their work while navigating very different market environments, regulations, and commercial norms. Reporting directly to group executives and the CEO, she refined a leadership style built on emotional intelligence, accountability, direct communication, and giving people enough space to lead in their own way.

Her upcoming university talk is a mix of motivation and real talk. No textbook theories or polished highlight reels. She shares what actually shaped her progression: early career patience, the art of asking smarter questions, turning setbacks into data points, and building trust long before it shows up in KPIs. Students can expect tactical insights on approaching careers with ownership, working across borders, collaborating with diverse teams, and understanding that leadership is earned through consistency, curiosity, and how you treat people when no one's watching. The message is practical and human: careers unfold gradually, and strong managers are formed step by step, deal by deal, conversation by conversation.