

# IDEMIA Secure Transactions Appoints Two Executives to Advance Payments Across Physical and Digital

Elyette ROUX, appointed EVP Payment Services, and Anastasia SERIKOVA, EVP Digital Payment Solutions, to drive leadership and growth in these two segments and support clients across all payment methods.

# PAYMENT

POSTED ON 04.09.26

These appointments reflect the strategy of IDEMIA Secure Transactions (IST), a global leader in payment, connectivity and cybersecurity solutions, to build on its leadership in physical cards and services while expanding its role as a market maker in tokenization and real-time digital payments to serve an increasingly diverse payment ecosystem.

Elyette ROUX brings more than 20 years of experience in industrial and technology sectors, including leadership roles in critical infrastructure environments. Anastasia SERIKOVA joins with extensive expertise in digital payments, most recently leading payment solutions at Visa in Europe.

These appointments come as IST's ambitions in digital payment revenues are entering a phase of fast-growing expansion, driven by the rapid adoption of tokenized and real-time payments, while physical card activities continue to deliver steady performance, with strong momentum in premium segments such as metal cards.

*From post-quantum cryptography to tokenization, payments are entering a new cycle of innovation that is reshaping the industry. Elyette and Anastasia's complementary expertise, combined with the strength of our teams, will reinforce our leadership and accelerate our ability to support clients across an increasingly diverse range of payment use cases.*

Philippe OLIVA, CEO of IDEMIA Secure Transactions

## Elyette ROUX, EVP Payment Services

Elyette ROUX leads within IDEMIA Secure Transactions the Payment Services business, focusing on payments cards, products and related services. She joins from Nexans, where she served as Executive Vice President of the Power Grid Market Division, driving growth across strategic segments including data centers, renewables and grid modernization. She previously held senior roles at Schneider Electric, Dassault Aviation and Cisco.

*Payments are becoming a matter of sovereignty, resilience and trust. What drives me is their impact on everyday life, enabling secure, future-ready and inclusive payments at scale.*



*At IDEMIA Secure Transactions, we have a unique strength to deliver trusted solutions; premium in experience, and I look forward to building the next phase with our teams and customers.*

Elyette ROUX, EVP Payment Services at IDEMIA Secure Transactions

### **Anastasia SERIKOVA, EVP Digital Payment Solutions**

Anastasia SERIKOVA leads within IDEMIA Secure Transactions the Digital Payment Solutions business, with a focus on scaling digital platforms, launching new products, and expanding across new markets and use cases. She joins from Visa, where she led Visa Direct in Europe, driving the development of real-time payment and money movement solutions.



*Digital payments are our current reality. User expectations rise every day, demanding faster, more secure and seamless transaction flows. Digital players and banks must evolve to support increasingly diverse ecosystems. What matters is the ability to deliver seamless, trusted and scalable solutions across schemes, digital wallets and different markets.*

*At IDEMIA Secure Transactions, we have the right solutions and capabilities to accelerate this transformation, and I look forward to working with our teams and partners to expand our digital payment solutions globally.*

Anastasia SERIKOVA, EVP Digital Payment Solutions at IDEMIA Secure Transactions

**About IDEMIA Group** - IDEMIA Group is a global technology leader with more than 12,500 employees worldwide. Its two market-leading divisions deliver mission-critical solutions that simplify and secure interactions in the physical and digital realms:

- **IDEMIA Secure Transactions (IST)** is the leading technology provider making it safer and easier to pay and connect. With unmatched expertise in cryptography and credential issuance, IST is trusted by over 2000 financial institutions, mobile operators, automotive manufacturers, and IoT providers worldwide. Every day, IST secures billions of essential transactions, ensuring the highest levels of data protection and convenience.
  - **IDEMIA Public Security (IPS)** is a trusted provider of government-grade and secure biometric-based solutions for 600 government, state and federal agencies. With decades of experience in biometric technologies, IPS enables safer, frictionless and fairer ways to secure travel, access and citizen protection.
- For more information, please visit [www.idemia.com](http://www.idemia.com).



your press contact(s).

**IDEMIA**

[contact.press@idemia.com](mailto:contact.press@idemia.com)

**HAVAS**

[idemia@havas.com](mailto:idemia@havas.com)