

LUKE CAMPBELL – BIO

Luke believes creativity, leadership and data will drive the rapid change and innovation Banks need in order to remain relevant and viable in the future. He is passionate about customers and collaborating to deliver on great ideas. He has been described as a “Nerd Whisper” and “Tech Translator” and he thinks he has the second best job at NAB.

He joined the National Australia Bank (NAB) in 2010 to embed their Cards Portfolio Management function, implementing a range of activation, utilisation and upgrade programs. He then went on to head up the Planning & Analytics team where he developed the strategic plans and roadmaps for their Everyday Banking product portfolio.

In Luke’s most recent appointment as the Head of Digital Wallets & Payments at NAB, he has sponsored the delivery of their Mobile Payments & Mobile Cards Self-Service capabilities and led a 12 week experiment in NAB Labs using Human Centered Design to develop a customer-led Digital Wallet.

Prior to joining NAB he led teams across Marketing, Operations, Analytics, Credit Risk and Decision Management at other Card Issuers, Banks and Telecommunication providers.