

ANTONIO LUCIO
VISA, Chief Marketing Officer

Antonio Lucio is the chief marketing officer and directs all branding and marketing activities for Visa Inc.

Lucio has more than 25 years of global marketing and brand management experience, earned at some of the world's most successful consumer packaged goods companies including PepsiCo, Kraft General Foods, RJR Foods International and Procter & Gamble. Most recently he was chief innovation and health and wellness officer for PepsiCo.

Lucio earned a B.A. in history from Louisiana State University in 1981. He was born in Spain, raised in Puerto Rico and educated in the United States. Lucio is fluent in English, Spanish and Portuguese.