



Charles Elliman, Head of E- Commerce Safaricom

Charles is an e-commerce and online payments specialist with 16 years' experience .He is responsible for standards, technologies and practices for both business-to-business and business-to-consumer e-commerce models. He has an advanced understanding of all ecommerce, instore and online payments related tasks. He facilitates complex relationships among marketing, promotion, customer service, user interaction, purchasing methods, and secure transactions. He oversees site performance, payments and testing and evaluation, working in an environment within policies and procedures. Charles has knowledge in the areas of logistics, rewards, NCP transacting, fraud and risk , online web strategy and credit card acquiring .