



Women *in*
payments

CANADA 2025

AWARD
CATEGORIES &
CRITERIA

*Kristy Duncan,
Founder & CEO,
Women in Payments*

INNOVATION

The Women in Payments Award for Innovation will be presented to a woman in the industry who best meets the criteria below. Nominations are encouraged from across the payments industry, including but not limited to back office, technology, operations, client facing, fintech and more.

CRITERION 1: INNOVATION

Has promoted payments innovation through creativity, vision, and perseverance in her organization or the payments industry. Has been instrumental in promoting innovations or creative process re-engineering which are original, have significant impact, can be easily and effectively adopted, have results that are measurable, can be applied elsewhere and support and inspire others in the organization or industry to innovate.

CRITERION 2: PROBLEM SOLVING

Creative use of new knowledge and/or technology to develop ideas aimed at addressing ongoing challenges, enhancing customer experience and creating innovative systems, technology, products, programs and/or policies to solution such challenges.

CRITERION 3: PRODUCTIVITY

Has created a solution that reduces time, resources, risks, and/or costs associated with delivering a service, system or product. Has successfully implemented the solution, resulting in a positive impact to the product or customer experience beyond the nominee's own team or department.

CRITERION 4: MENTORSHIP

Is widely recognized for her expertise and actively works to empower others. Leads by example and motivates members of her team, organization or industry. Acts as a mentor, advisor and teacher, to make a positive impact on members of her organization or the payments industry.

CRITERION 5: INTEGRITY & DIVERSITY

Has integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.



INSPIRATION

The Women in Payments Award for Inspiration will be presented to a woman who inspires others in the industry, often through thought leadership or mentorship. Nominations are encouraged from across the payments industry, including but not limited to back office, technology, operations, client facing, fintech and more. The winner will be the nominee who best meets the following criteria:

CRITERION 1: DRIVES VISION IN HER ORGANIZATION OR INDUSTRY

Is able to create a strong vision and inspire a team towards achieving a goal, either in her organization or industry. Has demonstrated payments thought leadership by actively contributing to the payments debate.

CRITERION 2: LEADERSHIP

Exudes a strong desire for growth and has a vision for the future. Actively encourages debate about the evolution of payments in order to shape a strong payments ecosystem. Inspires others to reach great heights of performance and success and is consistently proactive in seizing opportunities. Creates an environment where everyone feels valued and heard.

CRITERION 3: EXUDES POSITIVITY

Freely shares knowledge and insights of the payments system with colleagues, industry professionals and/or outside the industry. Is a beacon of positivity in the face of challenges and failures and is able to uplift others through her positive outlook. Inspires others to accomplish goals, despite difficulty or roadblocks to achieving success. Inspires greatness and growth in others.

CRITERION 4: RELATIONSHIPS AND MENTORSHIP

Is widely recognized for her ability to build strong relationships and mentor others. Actively works to empower others to be positive team players and further change agents. Leads by example and motivates members of her team, organization or industry. Acts as a mentor, advisor and teacher, making a positive impact on members of her organization or the payments industry.

CRITERION 5: COMMUNICATION AND INTEGRITY

Displays extremely strong communication skills and creates an environment where everyone feels valued and heard. Establishes connections with people to build strong relationships founded on integrity, impeccable ethics and high quality of work.



INDUSTRY THOUGHT LEADER

This award will be presented to a woman in the industry who best meets the criteria below. Nominations are encouraged from across the payments industry, including but not limited to back office, technology, operations, client facing, fintech and more.

CRITERION 1: THOUGHT LEADERSHIP

Has, actively contributed to the payments debate, either domestically or outside Canada. Has spoken publicly, published articles, or engaged in the public comment about the evolution of the payments ecosystem in the Canadian or global context. May participate in the public arena through committees or other bodies to provide input to help shape the future of the payments industry. Actively encourages debate about the evolution of payments, in order to shape a strong payments ecosystem for the future. Freely shares knowledge and insights of the payments system with colleagues, industry professionals or outside the industry

CRITERION 2: COMMITMENT TO CONTINUOUS LEARNING & GROWTH

Shows a strong commitment to continuous learning and professional growth within the payments and fintech industry. Actively seeks out opportunities to expand her knowledge, skills, and expertise, contributing to her own development and the advancement of her organization or the industry.

CRITERION 3: TEAMWORK AND MENTORSHIP

Leads by example and motivates members of her team, organization or industry. Acts as a mentor, advisor and teacher, to share knowledge and make a positive impact on members of her organization or the payments industry.

CRITERION 4: INTEGRITY & DIVERSITY

Has integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.

CRITERION 5: COMMUNICATION AND CONNECTION

Displays extremely strong communication skills and creates an environment where everyone feels valued and heard. Establishes connections with people to build strong relationships.



RISING STAR

The Women in Payments Rising Star Award will be presented to a woman under the age of 35 (as of January 1, 2025), who is currently employed in Canada and who best meets the criteria below. Nominations are encouraged from across the payments industry, including but not limited to back office, tech, operations, client facing, fintech and more.

CRITERION 1: DRIVE

Is always willing to go the extra mile to achieve excellence for herself, her organization, her clients and/or the industry. She supports and inspires others through promoting innovation and advancement. She is results-oriented, always seeking new ideas with the ability to translate them into action for her organization and customers.

CRITERION 2: PROFESSIONAL EXCELLENCE

Consistently delivers, collaborates and leads in a variety of settings and circumstances. Performs with distinction and delivers strong results by building trust and confidence among her colleagues, peers and/or clients.

CRITERION 3: POTENTIAL

Exhibits behaviors that reflect her organization's culture and values in an exemplary manner. Shows a strong capacity to grow and succeed throughout her career.

CRITERION 4: MENTORSHIP

Is widely recognized for her expertise and actively works to empower others. Leads by example and motivates members of her team, organization or industry. Actively supports others to make a positive impact on members of her organization, clients or the payments industry.

CRITERION 5: INTEGRITY & DIVERSITY

Has high integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.



ADVOCATE FOR DIVERSITY & INCLUSION

The Women in Payments Advocate for Diversity & Inclusion Award will be presented to a woman or a man in the industry who best meets the criteria below. Nominations are encouraged from across the payments industry, including but not limited to back office, tech, operations, client facing, fintech and more.

CRITERION 1: PROMOTION FOR DIVERSE LEADERSHIP

Actively contributes to the advancement and development of women and talent diversity, either inside or outside their organization, and publicly celebrates the work and accomplishments of female and diverse people. Leads by example, promoting and broadcasting the need for continuous support and advocacy for female and diverse talent and leadership. Is a strong supporter of women and all strands of diversity, encouraging the hiring, development, and promotion of strong talent with diversity in mind.

CRITERION 2: ADVOCATE FOR ALL

Supports the development of female and diverse talent and encourages all to increase their levels of participation and engagement. Is an advocate for diversity and gender equality, including equal pay and equal opportunities for career growth. Provides a positive forum for women and other diverse talent to network and find mentorship. Drives the organization or industry toward gender parity at all levels.

CRITERION 3: SUPPORTS & EDUCATES

Promotes education, career development, and mentorship opportunities, both formal and informal, for women and other diverse talent in the organization or industry. Leads business resource groups to support the personal and career growth for women and diverse talent in the organization or industry.

CRITERION 4: MENTORSHIP

Is widely recognized for their leadership and actively works to empower others. Leads by example and motivates members of their team, organization or industry. Acts as a mentor, advisor and teacher to make a positive impact on members of their organization or the payments industry.

CRITERION 5: INTEGRITY & DIVERSITY

Has integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.



DISTINGUISHED PAYMENTS PROFESSIONAL

The Women in Payments Distinguished Professional Award is a lifetime achievement honor. It will be presented to a woman who is a recognized role model and positive contributor to the overall image of the industry and who best meets the criteria below. Nominations are encouraged from across the payments industry, including but not limited to back office, tech, operations, client facing, fintech and more.

CRITERION 1: ACHIEVEMENT

Has influenced industry trends, acts as a role model and successfully reached and exceeded goals—taking her team, organization and/or industry to the next level.

CRITERION 2: CONTRIBUTION

Acts as a payments ambassador to promote a positive image of her organization, industry initiative and the payments industry as a whole. Actively contributes to the collective success of the payments industry as a whole. Is viewed as a trusted advisor by peers and colleagues and is often a source of industry expertise.

CRITERION 3: LEGACY

Is known for her personal and professional authenticity and building her career on a strong set of values. Has built strong and positive relationships with co-workers and industry stakeholders. Is seen as a role model within her organization and throughout the industry.

CRITERION 4: MENTORSHIP

Is widely recognized for her expertise and actively works to empower others. Leads by example and motivates members of her team, organization or industry. Acts as a mentor, advisor and teacher to make a positive impact on members of her organization or the payments industry.

CRITERION 5: INTEGRITY & DIVERSITY

Has integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.



COMMUNITY IMPACT

The Women in Payments Community Impact Award will be presented to a woman in the industry who best meets the criteria below. Nominations are encouraged from organizations and roles across the payments and fintech industry, including but not limited to back office, technology, operations, client-facing, product, and other roles.

CRITERION 1: COURAGEOUS LEADERSHIP

Has shown courage in the face of adversity to drive change and support others in her organization or industry. Demonstrates leadership, vision, and resilience to bring about positive change in the community within her organization and/or industry.

CRITERION 2: POSITIVE IMPACT

Consistently seizes opportunities to steer co-workers and/or the wider industry to a place of positivity, empathy, and mutual support. Leads with spirit to drive toward a positive outcome for all. Can pivot as circumstances change to maintain a positive direction.

CRITERION 3: RESILIENCE

Has shown steadfastness in navigating projects, leading teams and/or accomplishing goals, despite difficulty or changing circumstances. actively works to build resilience of the team, organization, or industry to support each other in times of uncertainty and profound change.

CRITERION 4: TEAMWORK & COLLABORATION

Is widely recognized for her expertise and skill in leading teams. Actively works to empower others to be positive team players and further change agents. Leads by example and motivates members of her team, organization, or industry. Acts as a mentor, advisor, and teacher to positively impact members of her organization or the payments industry. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions to support the greater community.



WOMEN IN PAYMENTS CANADA 2025 AWARDS PROGRAM CATEGORIES & CRITERIA

APPLICATION REQUIREMENTS

- Self-nominations are not permitted
- Each nominee submitted must reside in Canada
- Each nominee can be nominated for only one award category
- duplicate nominations will not be accepted
- A maximum of one nominee per category, per organization

Please have the following prepared in advance of submitting the application online:



Nominator (may not be the same as nominee)

Name
Organization
Email
Phone

Nominee

Name
Organization
Job title
Biography
Email
LinkedIn Profile (URL)
Phone
Address
Headshot

Award

- Category
- Describe how the nominee meets the criteria for this award. (min 500 – 1000 max characters)
- Describe the nominee’s most significant achievements in the organization or the payments industry in the areas of leadership, mentorship, integrity and diversity. Provide concise examples of initiatives, efforts, programs and or policies that have contributed to success. (min 500 – 1000 max characters)
- List any recognition or awards received by the nominee, the organization that awarded them and date awarded.
- Biography (min 500 – 1000 max characters)
- Profile picture of the nominee (max 1000 x 1000 pixels)

References

- Min of one (1) mandatory reference letter from colleagues and peers who can support the nomination. However, we encourage you to provide additional two supplementary references for a strong nomination. This is optional.
- Name, Organization, Email, Phone
- Capacity in which they know the nominee (min 100 – 300 max characters)
- Reasons why they support the nomination (min 100 – 300 max characters)

INNOVATION AWARD

Nomination #:					
Nominee:					
Title:					
Organization:					
Innovation	Problem Solving	Productivity	Mentorship	Integrity & Diversity	Total Score
/10	/10	/10	/10	/10	/50

INSPIRATION AWARD

Nomination #:					
Nominee:					
Title:					
Organization:					
Shares Vision	Leadership	Exudes Positivity	Builds Relationships & Mentorship	Communication & Integrity	Total Score
/10	/10	/10	/10	/10	/50

INDUSTRY THOUGHT LEADER

Nomination #:					
Nominee:					
Title:					
Organization:					
Thought leadership	Commitment to continuous learning & growth	Teamwork & Mentorship	Integrity & Diversity	Communication & connection	Total Score
/10	/10	/10	/10	/10	/50



RISING STAR

Nomination #:					
Nominee:					
Title:					
Organization:					
Drives	Professional excellence	Potential	Mentorship	Integrity & diversity	Total Score
/10	/10	/10	/10	/10	/50

ADVOCATE FOR DIVERSITY & INCLUSION

Nomination #:					
Nominee:					
Title:					
Organization:					
Promotion for diverse leadership	Advocate for all	Supports & educates	Mentorship	Integrity & diversity	Total Score
/10	/10	/10	/10	/10	/50

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DISTINGUISHED PAYMENTS PROFESSIONAL

Nomination #:					
Nominee:					
Title:					
Organization:					
Achievement	Contribution	Legacy	Mentorship	Integrity & diversity	Total Score
/10	/10	/10	/10	/10	/50



COMMUNITY IMPACT

Nomination #:					
Nominee:					
Title:					
Organization:					
Courageous leadership	Positive impact	Resilience	Teamwork	Collaboration	Total score
/10	/10	/10	/10	/10	/50

