

New CEOs at FNB cellphone banking

FNB, which launched its cellphone banking in 2005, is doubling its management of the mCommerce team with the appointment of Yolande van Wyk as CEO of Smart Services and Ravesh Ramlakan as CEO of Cellphone Banking Services. They replace outgoing CEO of mCommerce, Len Pienaar, who will be joining international messaging company Clickatell, in Cape Town.

Yolande van Wyk

Van Wyk is a qualified industrial engineer, who has recently completed her MBA at UCT Graduate School Business and is an inventor of two registered patents. She joined the bank in 2004.

Prior to her appointment, she was head of expansion in the mCommerce business, responsible for the management and implementation of solutions such as cellphone banking, prepaid products and SMS notifications within FNB and FirstRand subsidiaries.

In her new role, she will be responsible for all eMoney initiatives, Cell Pay Point as well as Send Money, a new product that allows the bank's customers to send money to anyone with a South African cellphone.

Ravesh Ramlakan

Ramlakan has a MBA and is a qualified engineer with a BSc Electrical and MSc in Electrical Engineering. He joined FNB in 2006 as head of Transact Solutions and was later promoted to chief commercial officer responsible for the business areas within mCommerce.

In his new role as, he will be responsible for all cellphone banking, transact and messaging for South Africa and the African subsidiaries.