



Harald Schneider

Chief Data & Analytics Officer

Harald Schneider is Chief Data & Analytics Officer at Equifax. Schneider is responsible for global data innovation, maximizing the benefits of Equifax differentiated data assets, leading analytics capabilities and using data fabric within the Equifax Cloud™ to drive new products and growth.

Schneider joined Equifax from Visa, where he served as the Global Head of Data Products, serving customers and partners with web-based and API Data Products to drive customer engagement, fraud strategies, marketing optimization, and underwriting strategies.

Prior to Visa, Schneider built and successfully launched the challenger bank Tandem Bank in the U.K. As Tandem Bank's Chief Commercial Officer and Chief Analytics Officer, he led the development of the bank's product suite as well as the company's risk management, data management, marketing and analytic strategies.

Schneider also held data and analytics leadership positions at Capital One, including Managing Vice President of Decision Sciences, for the Capital One credit card business. Prior to Capital One, he held international data and business leadership roles at Citigroup and Pardus Capital Management.

Schneider holds a master's degree in finance from J.W. Goethe-Universität in Frankfurt and a Master of Business Administration from the University of Iowa Tippie College of Business.