

# Sushmita joins the BB Merchant Services team as an Associate Partner





## Sushmita Roy

Associate Partner,  
BB Merchant Services UK  
& Ireland

## EMBRACING A NEW CHAPTER:

We are thrilled to introduce Sushmita Roy, our new Associate Partner, a seasoned B2B business development expert with a remarkable journey spanning five years across Fintech, retail, and media.

Hailing from India, Sushmita has now set her sights on making a significant impact in the UK.

## DIVERSE EXPERTISE AND RECOGNITION:

Sushmita's journey has been backed up with solid achievements, including the prestigious Woman of the Year award for her outstanding performance and team management skills. Her background includes delivering marketing insights and managing client relationships in the dynamic worlds of Fintech and SaaS.



## ACADEMIC SUCCESS AND INDUSTRY EXPOSURE:

Armed with an MBA in General Management from the University of Nottingham, Sushmita has a dedication and a thirst for knowledge. She not only earned the Nottingham Future Leaders Scholarship but also seamlessly blended her academic pursuits with real-world experience. As the strategy lead for a British manufacturing supplier, she utilised her digital marketing skills to amplify their brand presence.



## FROM ENGINEERING TO FINTECH: A JOURNEY OF RESILIENCE

A true risk-taker, Sushmita's trajectory shifted from being a Mechanical Engineer to excelling in Fintech B2B sales. Her engineering background instilled resilience and analytical prowess, proving invaluable when dealing with clients from manufacturing industries. She closed multiple deals, recruited talents, and played a pivotal role in strategising client solutions and project management.

## TECH ENTHUSIAST AND RESEARCH ADVISOR:

In the ever-evolving world of technology, Sushmita stands out as a tech enthusiast and a proficient research advisor. During the pandemic, her deep dive into cutting-edge AI initiatives showcased her commitment to continuous learning.

From obtaining a Digital Marketing certification through Purdue University to mastering Python, SQL, CRM systems, and cloud solutions advisory, she strengthened her skills to present better cases to clients.



## A MENTOR'S INFLUENCE AND A COMMITMENT TO GIVING BACK:

Sushmita acknowledges the influence of her mentor, James Yerkess, Head of Marketing in BB Merchant Services, who provided invaluable support during her international student journey. Inspired by her experiences in the UK, she actively engages in charity work, contributing to initiatives such as establishing libraries for rural children in India and supporting Framework, an organisation dedicated to helping homeless people in the UK.



## A PASSION FOR BB MERCHANT SERVICES:

Having delved into the intricacies of merchant service mechanisms through detailed discussions and case study learning, Sushmita is poised to elevate BB Merchant Services. Her insights and expertise will undoubtedly contribute to onboarding more happy clients through automated and personalised strategies.



**BB MERCHANT SERVICES**

*beyond benchmarking*

## BEYOND WORK: A BALANCED LIFE OF ADVENTURE AND COMPASSION

Outside the boardroom, Sushmita is a dedicated traveler, finding solace in the serene landscapes of Peak District and Lake District. Her commitment to charity work extends to initiatives supporting hygiene checks and sanitation for rural women, showcasing her passion for making a positive impact.

Regarding charity, she is a dedicated Rotaract club member and has held multiple initiatives, such as establishing libraries for rural children in India and leading initiatives to set up hygiene checks and sanitation for rural women.

She recently joined a charity organisation, Framework, to support homeless people in the UK with relief measures and mental cures. Finally, Sushmita joined the BB Merchant Services dog lovers group with her love of dogs and can hit the mountains for a sweet escapade with her dog.



In the hustle and bustle of our daily lives, finding practical stress-busting activities becomes a necessity. Sushmita regularly enjoys the company of friends in engaging sports like badminton, boxing, and rock climbing for both fitness and fun.



## A POSITIVE OUTLOOK FOR THE FUTURE:

Bringing extensive B2B business development expertise to BB Merchant Services, Sushmita aims to enhance the company's market insights for merchant service automation.

Leveraging diverse industry experiences, she will offer strategic ideas beyond benchmarking. Drawing from past successes in digital marketing for a British manufacturing supplier, Sushmita plans to tailor innovative automation strategies to complement BB Merchant Services.



You can find out more by visiting my LinkedIn profile:

<https://www.linkedin.com/in/sushmitaroyuk/> or contacting me directly.

Email: [sushmitaroy@bankbrokers.co.uk](mailto:sushmitaroy@bankbrokers.co.uk)

Web: <https://bankbrokers.co.uk>

Call on +44 7721 549200

Write to our office: BB Merchant Services, Bank Chambers, Brook Street  
Bishops Waltham, Hampshire SO32 1AX, England, UK