Yusuf Qasim is President of Payments Optimization at Zelis, where he leads the division’s strategy and operations to further drive Zelis’ market leadership, capabilities and client services in payments and communications.

Yusuf became President of Payments Optimization in April 2021. Prior to this operating committee role, he served as Executive Vice President of Enterprise Development and as such, was deeply involved in the formation of Zelis and in the company’s 2019 foundational merger with RedCard.

In 2011, he co-founded Pay-Plus Solutions, the company that is now Zelis’ Payments business and he continues to be an advocate and innovator in the digital payments space. With deep expertise in the financial experience of healthcare, Yusuf fiercely believes that the business of healthcare needs modernization to fulfill the needs of patients and consumers in this country. Yusuf is a serial entrepreneur with experience in the technology, financial services, and healthcare industries. Yusuf launched his first business, DigitalEffex, an early IT start-up for building mobile applications, more than 20 years ago.

He has held leadership roles in Business Development, Sales, Strategy and Technology and has worked with companies such as AOL, InComm Inc., MTV, Sony, MGM Grand and Foxwoods.

Yusuf has a Bachelor of Arts in Business Administration from Quinnipiac University. He serves on the board of directors for Prepaid Technologies and the Rutgers University Design Thinking Certificate Program. He has been recognized as a New Jersey Tech Council Top Innovators to Watch and is a contributing member of the [Forbes Business Council](https://councils.forbes.com/profile/Yusuf-Qasim-Co-founder-President-Payment-Optimization-Zelis/4e2121f1-2076-43d6-8e81-118a66c60dad). Yusuf is also a 5x Ironman Triathlon Finisher and enjoys traveling.