## Contents

“Who’s Who” Introduction ............................................. 1  
Introduction to Fintech .................................................. 2  
Brand Employees & Industry Practitioners ...................... 3  
**Personas** ............................................................... 5  
Social Amplifiers .......................................................... 5  
Event Speakers .............................................................. 7  
Industry KOLs ............................................................... 9  
**Roles** ..................................................................... 11  
Analysts & Researchers .................................................. 11  
Journalists & Contributors ............................................. 13  
**Sectors** ................................................................. 15  
Blockchain ................................................................. 15  
Cryptocurrency ............................................................. 16  
Insurtech ...................................................................... 18  
**Brands** ................................................................. 20  
Fintech Solutions .......................................................... 20  
Publications & Resources .............................................. 22  
Methodology ............................................................... 23
Onalytica has been creating Top 100 Influencer lists for the past 10 years, connecting brands with influencer communities. The marketplace is now looking to understand who is influential beyond Twitter social amplifiers. Over recent years there have been more and more companies producing lists based on Twitter followers. We want to break away from that.

Each Who’s Who report will provide you with the top Social Influencers, Content Creators, Event Speakers, Industry Analysts, Brand Employees, Brands and Publications across individual topics such as AI, Climate Change, The Future of Work, FinTech, Energy Policy, Obesity, etc.

The influential experts are selected using Onalytica’s 4 Rs methodology (Reach, Resonance, Relevance and Reference). Quantitative data is pulled through LinkedIn, Twitter, Personal Blogs, YouTube, Podcast, and Forbes channels, and our qualitative data is pulled by our insights and analytics team, capturing offline influence.

All the influential experts featured are categorised by influencer persona, the sector they work in, their role within that sector, and more from our curated database of 1m+ influencers.

We are striving for this report to be a One-Stop Shop for the Movers & Shakers of the industry so any feedback to further improve the lists is always gratefully received.
Introduction to Fintech

Fintech aims to challenge the finance industry by improving and automating the delivery and use of financial services. Fintech is employed to help companies and consumers better manage financial operations and processes.

It is an umbrella term covering an extensive number of services including mobile payments, challenger banks, insurtech, blockchain, cryptocurrency & crowdfunding platforms.

“Much of the movement that is Fintech has, up until now, been focussed on optimising our 20th Century model of financial services. Fintech has done great work by making the holding and movement of money quicker, cheaper and smarter but we are reaching innovation saturation. In the future we’ll see Fintech companies moving beyond optimising current models and breaking new ground with whole new definitions of banking and money.” Chris Gledhill, Independent Fintech Advisor, Futurist, Writer & Speaker

This report aims to provides you with a sample of influential voices discussing Fintech online. You will find different influential personas ranging from Social Amplifiers, Event Speakers & Industry KOLs to industry experts discussing Blockchain, Cryptocurrency & Insurtech as these are important pillars of the overall Fintech conversation.
Brand Employees & Industry Practitioners

Listed below is a sample of Fintech industry practitioners & influential voices from Enterprise brands. These people are prominent voices within the industry, and drive awareness & engagement for their employers around the topic of Fintech.

Steve McLaughlin
FT Partners
Founder, CEO & Managing Partner

Austin Mac Nab
VizyPay
Managing Partner

Jill Docherty
Visa
Head of Business Development
UK&I

Jessica Turner
Mastercard
Global Head of New Digital Infrastructure and Fintech

Monica Jasuja
Comviva
Head of Product Management, Mobile Financial Solutions

Emily Leach
Visa
VP, Fintech Enablement, Emerging Payment Solutions

Martin Boyd
FIS
President, Fintech Solutions

Pedro Muñoz Román
BBVA
Head of Open Innovation Spain

Georg Hauer
N26
GM, DACH & Northen Europe

Nick Kerigan
SWIFT
Head of Innovation Execution
Brand Employees & Industry Practitioners Ctd.

Shuki Licht
Finastra
SVP, Chief Innovation Officer

Ravikumar Nemalikanti
NCR Corporation
CTO, Digital Banking

Christophe Langlois
Finastra
Global Marketing Lead, Fintech & Developer Ecosystem
Personas

Social Amplifiers

This sample of people who create and share Fintech-related content on LinkedIn & Twitter, have a wide audience, and generate high social engagement.

Suriya Subramanian
Finperform
Managing Director

Koen Vanderhoydonk
Bianco Services
CEO Belgium, Luxembourg, Germany

Andreas Staub
Riffeisen Group
Head of Corporate Development & Digital Transformation

Helene Li
FinTech Association of Hong Kong
General Manager

Nicolas Pinto
TagPay
Marketing Manager

Neira Jones
Independent Advisor & International Speaker

Bradley Leimer
Unconventional Ventures
Co-Founder

Alberto Garuccio
Reale Mutua Assicurazioni
Head of Innovation Ecosystem & Open Insurance

Terence Mills
AI.io
CEO & Chairman of the Board

Jay Palter
Jay Palter Social Advisory
Chief Engagement Officer
Event Speakers

Below is a list of people who are keynote speakers on Fintech or have spoken about Fintech at events over the past few years.

**Xavier Gomez**
INVYO
Founder & COO

**Devie Mohan**
Burnmark
Co-Founder & CEO

**Remco Veenenberg**
Perfinal Technologies
Head of Sales & Partnerships

**Ron Shevlin**
Forbes
Senior Contributor

**Sophie Guibaud**
OpenPAyd
Chief Growth Officer

**David Birch**
1414 Ventures
Venture Partner

**Chris Skinner**
11:FS
Non-Executive Director

**Dr Christine Bailey**
PassFort
CMO

**Susanne Chishti**
FINTECH Circle
CEO

**Jim Marous**
Banking Transformed Podcast
Owner & Host
Event Speakers Ctd.

Daniel Uriol
Accenture
Managing Director - Technology Strategy & Advisory

Malik Khan Kotadia
Finnovation Labs Private Limited
Co-Founder & Chairman

April Rudin
The Rudin Group
Founder & CEO
Industry KOLs

Below are 22 Key Opinion Leaders discussing Fintech online. These Industry KOLs have a high degree of topical authority and relevant audiences online.

- **Spiros Margaris**
  - margaris ventures
  - VC, Advisor & Board Member
- **Theodora Lau**
  - Unconventional Ventures
  - Founder
- **Marcel van Oost**
  - Fintech Startup Investor & Advisor
- **Chris Gledhill**
  - Independent Fintech Advisor, Futurist, Writer & Speaker
- **Urs Bolt**
  - ti&m
  - Product Manager Digital Banking
- **Efi Pylarinou**
  - Efi Pylarinou Advisory
  - Founder
- **Linas Beliūnas**
  - Flutterwave
  - Country Manager, Europe & GM
  - Flutterwave Lithuania
- **Tram Anh Nguyen**
  - Centre for Finance, Technology & Entrepreneurship
  - Co-Founder
- **Jim Marous**
  - Banking Transformed Podcast
  - Owner & Host
- **Ian Kar**
  - Fintech Today
  - Founder & CEO
Industry KOLs Ctd.

Anna Maj
Arab Financial Services
Fintech Advisor

Alexandros C. Argyriou
Scientia
CEO

Chris Skinner
11:FS
Non-Executive Director

Lex Sokolin
ConsenSys
Head Economist, Decentralized Protocols

Miguel Armaza
Wharton Fintech
Co-President & Podcast Host

Christer Holloman
Divido
Founder & CEO

Susanne Chishti
FINTECH Circle
CEO

Brett King
Moven
Founder & Executive Chairman

Matteo Rizzi
Bamboo Capital Partners
Venture Partner

Bryan Clagett
Moven
Chief Revenue Officer

Mark Walker
The Fintech Power 50
Co-Founder & Chief Operating Officer

Christina Trampota
Innovate :: Grow :: Scale
Managing Director
Roles

Analysts & Researchers

The people listed below are a sample of analysts & researchers who provide research and/or insights on the topic of Fintech.

- **Patricia Hines**
  Celent
  Head of Corporate Banking

- **Meng Liu**
  Forrester
  Analyst

- **Victoria Kirillova**
  Relevant Software
  FinTech Market Analyst

- **Dan Dolev**
  Mizuho
  Senior Analyst, FinTech Equity Research

- **Virginie O’Shea**
  Firebrand Research
  Founder

- **Philip Benton**
  Omdia
  Senior Analyst, Financial Services

- **Peter Wannemacher**
  Forrester
  Principal Analyst

- **Aurélie L’Hostis**
  Forrester
  Senior Analyst

- **Stessa Cohen**
  PivotAssets
  Strategic Advisor, Consultant & Evangelist

- **Sagrika Shah**
  Connexdoor
  Co-Founder
Analysts & Researchers Ctd.

Yassine Regragui  
Alibaba Business School  
Certified Fintech Expert

Ana Nives Radović  
SUPER Hub Montenegro  
Co-Founder & Researcher

Prof. Markos Zachariadis  
Alliance Manchester Business School  
Professor & Chair in Financial Technology & Information Systems

Jim Marous  
Banking Transformed Podcast  
Owner & Host

Dov Marmor  
Railsbank  
COO, North America

Ritesh Jain  
Infynit  
Co-Founder

Amy Corn  
Georgia Institute of Technology  
Academic Program Director, Fintech

Ron Shevlin  
Forbes  
Senior Contributor
Here we looked at a sample of editors, journalists & contributors who contribute to publications, work freelance or write about Fintech.

**Roles**

**Journalists & Contributors**

- **Simon Taylor**
  11:FS
  Co-Founder & Chief Product Officer
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)

- **David Birch**
  1414 Ventures
  Venture Partner
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)

- **Lynne Marek**
  Industry Dive
  Senior Editor
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)

- **Hansjörg Leichsenring**
  Der Bank Blog
  Editor
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)

- **Arti Singh**
  The Morning Context
  Journalist, Fintech
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)

- **Oliver Smith**
  AltFi
  Managing Editor
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)

- **Gina Clarke**
  The Fintech Times
  Editor in Chief
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)

- **Michael Stothard**
  Sifted
  Editor
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)

- **Steve Cocheo**
  The Financial Brand
  Executive Editor
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)

- **Anna Irrera**
  Reuters
  Chief Correspondent, Fintech
  [LinkedIn](https://www.linkedin.com)
  [Twitter](https://twitter.com)
Journalists & Contributors Ctd.

Mike Sigal
20022 Labs
CEO

Paige McNamee
Finextra
Reporter

Alex Wilhelm
TechCrunch
Senior Editor

Elizabeth Lumley
Financial Times
Technology & Transaction Banking
Editor

Ron Shevlin
Forbes
Senior Contributor

Frances Coppola
Financial Economist, Author & Blogger

Tanya Andreasyan
FinTech Futures
Managing Director & Editor-in-Chief

Daniel Lanyon
AltFi
Editor in Chief

Varsha Saraogi
FinTech Global
News & Feature Writer
Sectors

Blockchain

Blockchain is one of the leading technologies coming out of Fintech. Below we’ve listed a sample of people driving the Blockchain conversation across social channels.

Kevin L. Jackson
4 Days to Save the World
Partner

Kohei Kurihara
Privacy by Design Lab
Co-Founder & CEO

Rachel Wolfson
Quantum Economics
Enterprise Blockchain Analyst

Suresh Rukmangathan
CORIZANCE
Founder & CEO

Saeed Valadbaygi
GCRI
Executive Director

Suriya Subramanian
Finperform
Managing Director

Evan Kirstel
eViRa Health
Chief Digital Evangelist & Co-Founder

Antony Welfare
NEM Group
Executive Director

Angie Lau
Forkast.News
Editor-in-Chief & CEO

Ugo Setti
Ciaco
Member of the Board
Cryptocurrency

Cryptocurrency is at the core of the Fintech development. Below is a sample of influential experts discussing & driving the Cryptocurrency conversation online.

**Kevin L. Jackson**
4 Days to Save the World
Partner

**Max Keiser**
Keiser Report
Host

**Stacy Herbert**
Keiser Report
Television Presenter

**Marius Dornig**
Capgemini
Project Manager

**Alex Gladstein**
Human Rights Foundation
Chief Strategy Officer

**Spiros Margaris**
margaris ventures
VC, Advisor & Board Member

**Laura Shin**
Unchained
Crypto Journalist, Podcast Producer & Host

**Bob Carver**
Verizon
Principal Cybersecurity Threat Intelligence & Analytics

**Adam Back**
Blockstream
Co-Founder

**Dennis Parker**
Cryptocurrency Ctd.

Michael Saylor
MicroStrategy
Chairman & CEO

Vala Afshar
Salesforce
Chief Digital Evangelist

Changpeng Zhao
Binance
CEO

Thomas Power
9 Spokes
Member Board of Directors

Michael Saylor
MicroStrategy
Chairman & CEO

Vala Afshar
Salesforce
Chief Digital Evangelist

Changpeng Zhao
Binance
CEO

Thomas Power
9 Spokes
Member Board of Directors
Insurtech is a large part of Fintech. Below we’ve listed a sample of people driving the Insurtech conversation across social channels. These experts regularly create or share content on the topic of Insurtech.

- **Dr Robin Kiera**  
  Digitalscouting.de  
  Personal & Virtual Speaker  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)

- **Mike de Waal**  
  Global IQX  
  President & Founder  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)

- **Florian Graillot**  
  astoryaVC  
  Founding Partner  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)

- **Sabine VanderLinder**  
  Alchemy Crew  
  Co-Founder, CEO & Managing Partner  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)

- **Matteo Carbone**  
  IoT Insurance Observatory  
  Founder & Director  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)

- **Minh Q Tran**  
  Mandalore Partners  
  Managing Partner  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)

- **James Gingerich**  
  EXPEFLOW Inc  
  Director of Sales & Business Development  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)

- **Alberto Garuccio**  
  Reale Mutua Assicurazioni  
  Head of Innovation, Ecosystem & Open Insurance  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)

- **Gilad Shai**  
  InsureTech Connect  
  Advisor, Ecosystem Development  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)

- **Nigel Walsh**  
  Google  
  Managing Director, Insurance  
  [LinkedIn](https://www.linkedin.com) [Twitter](https://twitter.com)
Brands

Fintech Solutions

Below is a sample of brands who create and share Fintech thought leadership content, and are prominent providers within the Fintech space. Their rankings are based on the relevancy of the content, the engagement it gets, as well as other metrics.

BBVA Ranking: 1
Monzo Ranking: 6
Citi Ranking: 2
SoFi Ranking: 7
UBS Ranking: 3
Wise Ranking: 8
Revolut Ranking: 4
N26 Ranking: 9
Chime Ranking: 5
SWIFT Ranking: 10
Fintech Solutions Ctd.

Klarna
Ranking: 11

NCR Corporation
Ranking: 16

PayU
Ranking: 12

Adyen
Ranking: 17

Refinitiv
Ranking: 13

Temenos
Ranking: 18

Fiserv
Ranking: 14

Finastra
Ranking: 19

FIS
Ranking: 15

Comviva
Ranking: 20

Fintech Solutions Ctd.
Publications & Resources

Below are publications and resources discussing Fintech. Their rankings are predominantly based on the relevancy of the content & the engagement it gets.

- **FINTECHNA**
  - Ranking: 1

- **Forbes**
  - Ranking: 2

- **TechCrunch**
  - Ranking: 3

- **Bloomberg**
  - Ranking: 4

- **City A.M.**
  - Ranking: 5

- **Finextra**
  - Ranking: 6

- **FinTech Futures**
  - Ranking: 7

- **Fintech Finance**
  - Ranking: 8

- **The Fintech Times**
  - Ranking: 9

- **Financial IT**
  - Ranking: 10
Methodology

Our Who’s Who lists are created using the Onalytica platform which has a curated database of over 1 million influencers. Our platform allows you to discover, validate and categorise influencers quickly and easily via keyword searches. Our lists are made using carefully created Boolean queries which then rank influencers by resonance, relevance, reach and reference, meaning influencers are not only ranked by themselves, but also by how much other influencers are referring to them. The lists are then validated, and filters are used to split the influencers up into the categories that are seen in the list.

This Who’s Who list should give you an insight into Fintech and help break it down. We always want to make sure you are getting the most valuable information available from our lists, so feedback is always welcome!

If you want to learn more about Onalytica, or if you’d like to see our platform in action, feel free to get in touch!