



# Top 30

## Most Influential

# Fintech Marketers

2026 REPORT

In partnership with: *INNOVATE|FINANCE*

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[FINTECHMARKETINGHUB.COM](https://fintechmarketinghub.com)



## From the editor

# 6 years in, and the FMH Top 30 has become a mirror

Every year, the nominations show me where fintech marketing is actually heading, with the real work being done in the trenches of brand building, growth engineering and community leadership.

This year's judging panel put it well: fintech marketing is no longer a campaign-driven support role. It is a category-shaping, commercially-accountable function. The 30 people in this report are the ones doing that work at the highest level.

We redesigned the report this year to match that ambition, with tighter profiles, a clear editorial lens on each honouree, and a practical playbook at the end. Every profile is presented in the same format: a signature quote, a short bio, three things worth stealing, and an editorial 'so what' framed for the reader.

I hope this challenges your thinking, introduces you to someone new, and gives you at least one idea worth stealing before the week is out.



**Ani Petrova**

FOUNDER | THE FINTECH MARKETING HUB



ROSELY  
GROUP

# *Global* PR & communications, built to *scale*, at *pace*.

Built on insight, we shape narratives and turn strategy into measurable outcomes.

We don't sell activity; *we deliver impact*.

Rosely Group is the agency partner of choice for ambitious fintechs. We combine strategy, creativity, communications and performance to convert attention into measurable influence.

Trusted by fast growing, global fintech brands. To learn more visit [roselygroup.com](https://roselygroup.com).



CAXTON



vuelo



# Fintech marketers are drowning in data. DOJO AI helps you act on it.



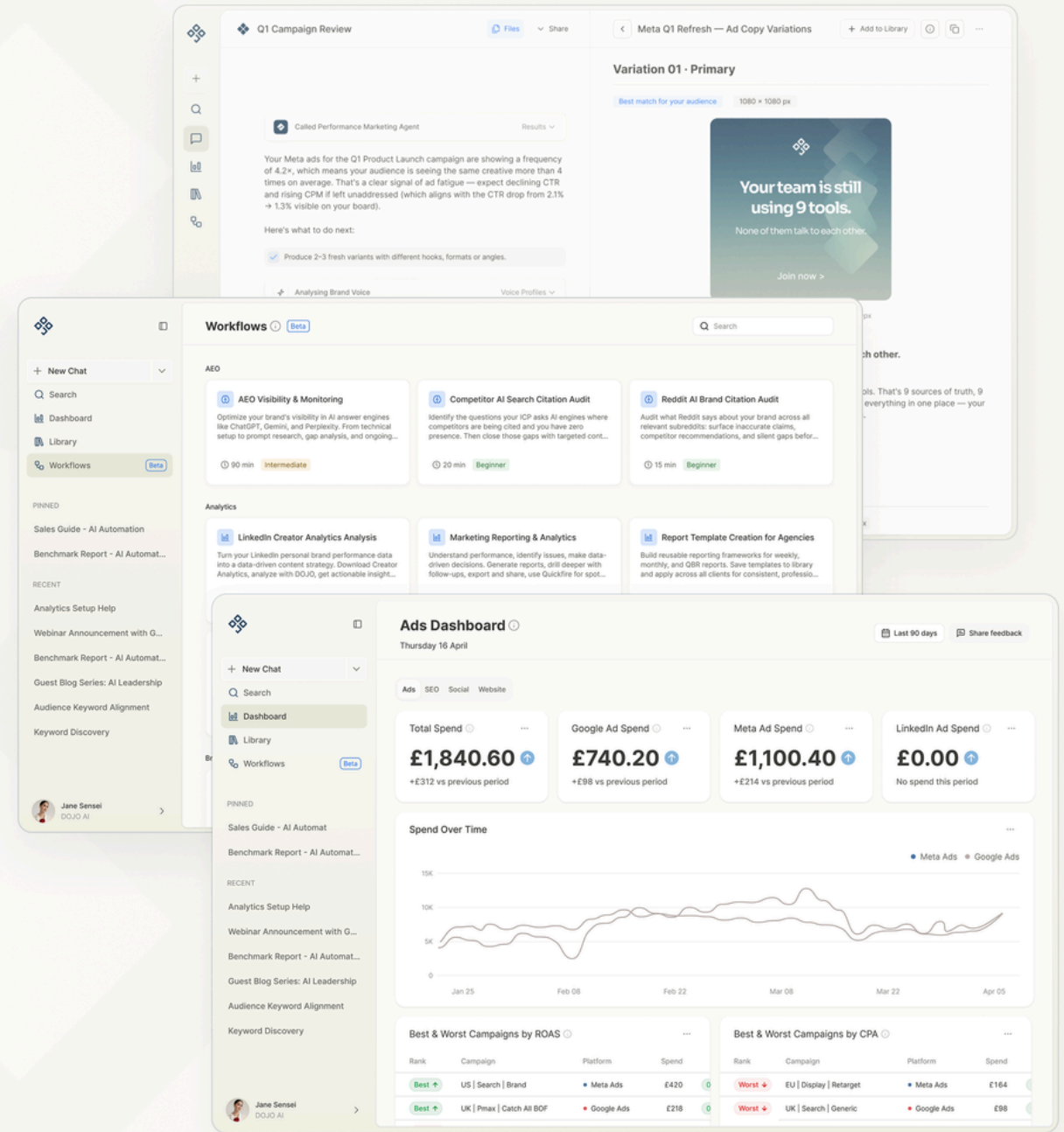
Most marketing teams in fintech have the same problem. Not too little data. Too much, and none of it connected. Campaign numbers in one place. Competitor signals in another. Brand performance somewhere else entirely. The insight that should have changed last quarter's strategy is still sitting in a spreadsheet nobody opened.

DOJO is the intelligent marketing system that changes that. It captures every signal continuously, connects it into a living model of your brand's entire marketing reality, and sends specialized agents to act on it before you have to ask.

Every decision feeds back into the system. Every outcome sharpens the next one. The longer DOJO runs, the clearer the picture gets. That's not a feature. That's a compounding loop your competitors don't have.

For fintech marketing teams, that means:

- 79% drop in cost per acquisition, with 3x the conversion volume
- Marketing reporting done 15x faster, with no manual pull
- A system that builds context every day, and never starts from zero



TRUSTED BY FINTECH MARKETING TEAMS AT:



# Win the AI Era in fintech.

Research-led AEO for B2B brands in complex categories. Built around how AI actually behaves inside fintech buying journeys.



## Research

Original research into how AI behaves across complex buyer journeys - and how brands can influence it.



## Technology

AI-native platform to track AI perception, improve content differentiation, and connect it all to revenue outcomes.



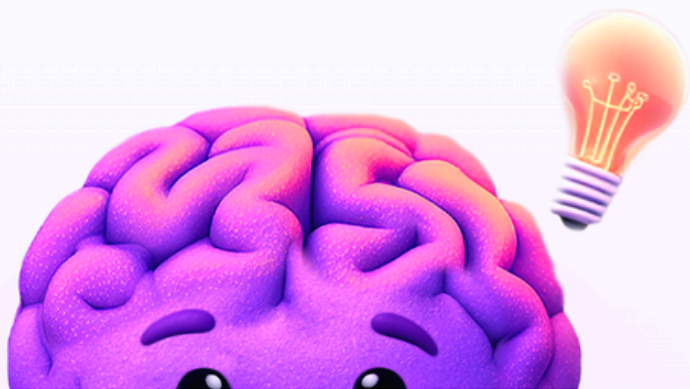
## Strategy

Expert support, grounded in our research, to take you from insight to a roadmap to execute in weeks.

DARK AI · OUR RESEARCH

**84%** of prompts in B2B journeys don't cite a brand.

Winning AI search is about much more than chasing citations.



See how AI presents your brand to buyers →  
[demand-genius.com](https://demand-genius.com)



THE FINTECH  
MARKETING  
HUB

# Fintech Marketing Summer Conference

30 June 2026, London (UK)

The FMH SummerCon 2026 brings together ~150 senior fintech marketers for a curated programme of keynotes, panels, masterclasses, and honest conversations.

[SIGN UP HERE](#)

# The process, in 4 steps

No commercial relationships influenced any selection. Every nomination was scored independently before each judge made their final selection.

**01**

## **Nominations open**

Hundreds of nominations from across the global fintech marketing community. Anyone could nominate — self-nominations accepted.

**02**

## **The preliminary selection**

The FMH team reviewed every nomination independently, scoring against impact, originality and industry contribution.

**03**

## **Judges final selection**

The judges panel made their final selection. No commercial relationships influenced any selection.

**04**

## **Report production**

Each honouree was invited to share their perspective for their feature in this exclusive spotlight report.

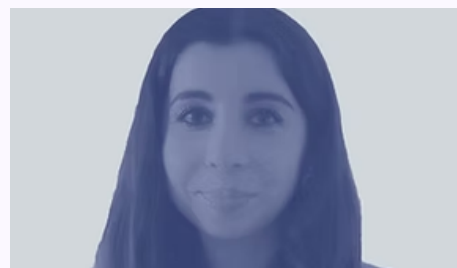
# The 5 who decided

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Senior fintech marketing leaders, each with skin in the game. Their reflections set the editorial frame for the cohort.



### Bianca Bass

CMO | PRIVALGO

“

The work coming through was more considered, more creative, more willing to take a position. Fintech is finally finding its creative voice.

#### TREND WATCH

The work coming through was more considered, more creative, more willing to take a position. Fintech is finally finding its creative voice.



### Mansi Chopra

CMO | FINMO

“

The strongest marketers this year weren't just driving campaigns. They were shaping categories, influencing strategy and proving commercial impact.

#### TREND WATCH

AI made content creation easier — and differentiation harder. The real challenge is point of view.



### Nadia Benaissa

GLOBAL HEAD | PAYMENTOLOGY

“

What stood out most was how aligned the strongest teams were across product, partnerships, sales and GTM, with marketing playing a genuinely strategic role.

#### TREND WATCH

GTM is becoming far more integrated and marketing is increasingly being measured on commercial impact, not just visibility.



### Raquel Soares

DIRECTOR | EDENRED PS

“

The marketers who stood out this year weren't just driving results but building functions, verticals and brand identities from scratch. That takes a different kind of ambition.

#### TREND WATCH

Regulation is becoming a narrative asset. The marketers winning in fintech are the ones turning complexity into credibility — not managing around it.



### Roberto Napolitano

CMO | INNOVATE FINANCE

“

What struck me about the 2026 cohort is how they focus on the human element. In fintech, trust is the product.

#### TREND WATCH

The rise of authentic, proof-led marketing. Audiences are paying attention to real impact — named clients, verifiable outcomes.

*INNOVATE  
FINANCE*

# Voice of UK FinTech

Innovate Finance is the independent industry body and voice of UK FinTech. Our mission is to accelerate the UK's leading role in the financial services sector by directly supporting the next generation of technology-led innovators to create a more inclusive, more democratic and more effective financial services sector that works better for everyone.

**110 +** Events a Year

**140,000+** Social Media Followers

**18** FinTech Verticals

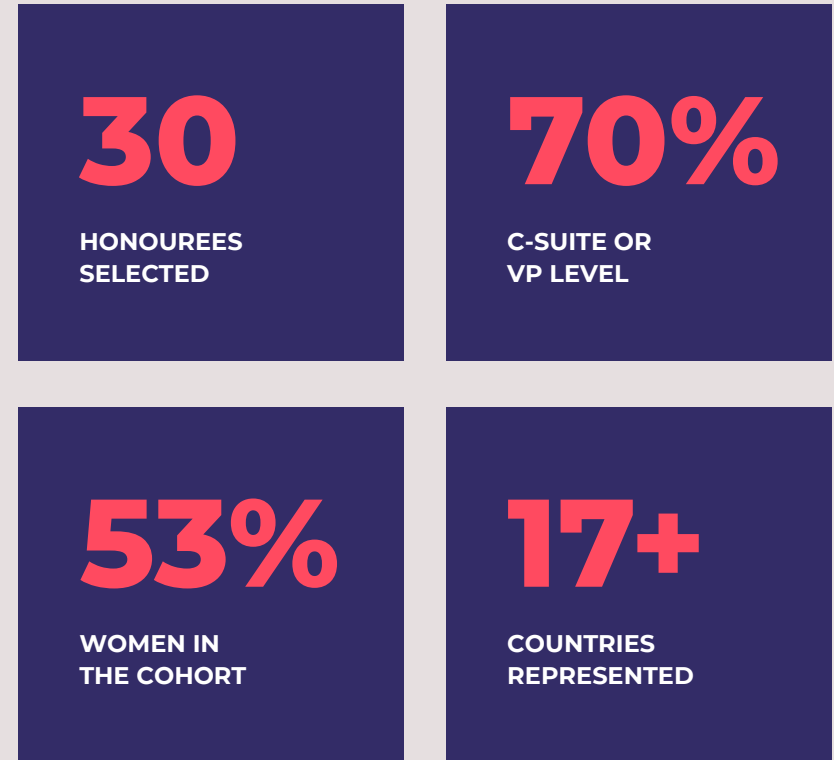
**120+** Countries Engaged With

**Find out more about membership at**  
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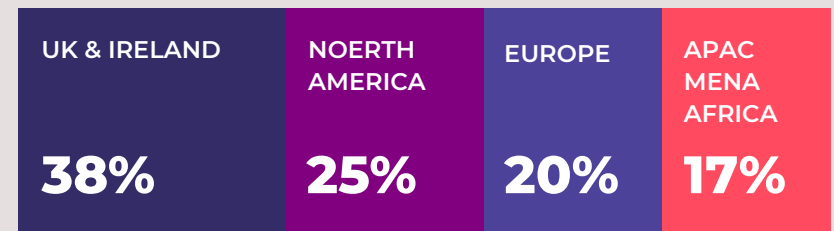


# What 30 of the best told us

## TOP THEMES



## COHORT GEOGRAPHY



# What this cohort is telling the industry

**01**

## **Brand and community are the new moat**

From Monzo winning Brand of the Year to Datarails building a 600K-download podcast, owned communities and category-defining brands are outperforming paid acquisition at every stage.

**02**

## **AI is table stakes. Positioning is key**

Every marketer in this cohort uses AI but none lead with it. While AI can scale marketing fast, it can just as quickly expose weak positioning instead of fixing it.

**03**

## **Marketing must carry a revenue number**

The era of marketing-as-awareness is over. The CMOs with influence are embedded directly into pipeline, win rate and deal progression.

**04**

## **Trust is a differentiator, not a baseline**

Regulatory pressure is creating an opening. The marketers treating compliance milestones, transparency reports, and verified claims as brand assets are winning trust that performance marketing cannot buy.

**05**

## **The fundamentals are back**

AI adoption paradox: the faster everyone moves, the more valuable it becomes to slow down and get the basics right, incl. consistent messaging, aligned channels, customer obsession, and clear narrative.

NAVIGATE BY ARCHETYPE

# Find the people relevant to you

Each honouree is tagged with their primary archetype.

REPOSITIONING, IDENTITY, BRAND AS GROWTH LEVER	ABM, DEMAND GEN, FUNNEL OBSESSION, REVOPS	ECOSYSTEM BUILDING, EVENTS, MENTORSHIP
<b>Brand Builders</b>	<b>Growth Engineers</b>	<b>Community Leaders</b>
<b>AJ Coyne</b> Monzo	<b>Alexis Holland</b> GitLab	<b>Fiona Davies</b> ex-Revolut
<b>Darren Thang</b> SUNRATE	<b>Antoine Le Nel</b> Revolut	<b>Gaya Ananda</b> Banking Circle
<b>Imo Babics</b> Relai	<b>Brittany Eden</b> VGS	<b>Kaynat Choudhury</b> StrideUp
<b>Ingrid Sierra</b> Zego	<b>Coral Kratenstein</b> OpenPayd	<b>Toni Gregory</b> OpenPayd
<b>Jonathan Marciano</b> Datarails	<b>Jessica Rhodes</b> Paysecure	
<b>Juveria Samrin</b> TerraPay		
<b>Leah Glass</b> Convera		
<b>Yewande Akomolafe-Kalu</b> Flutterwave		

AI-FIRST WORKFLOW, PERSONALISATION AT SCALE	COMPLIANCE-LED, REGULATION, CUSTOMER PROTECTION	PIPELINE OWNERSHIP, COMMERCIAL ACCOUNTABILITY
<b>AI Natives</b>	<b>Trust Champions</b>	<b>Revenue Marketers</b>
<b>Alexander Beresford</b> Taxfix	<b>Mary-Kate Collins</b> Coinbase	<b>Jessie Savu</b> Apex Fintech Solutions
<b>Apuarv Sethi</b> Razorpay	<b>Miranda McLean</b> Ecommpay	<b>Jill Robb</b> AttainX
<b>Ian Peel</b> Taskize	<b>Samya Lakhouired</b> PayTic	<b>Kristian Borghesan</b> FutureVault
<b>Paul Afshar</b> Paybis		<b>Malkit Kaur</b> Genesis Global
		<b>Maya Mason</b> ex-Jifiti
		<b>Vanessa Schotes</b> Enfuce

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## AJ Coyne

CMO

### monzo

AJ Coyne joined Monzo in 2023 to lead marketing and catapult the bank into hypergrowth. In just two years, he's helped double the customer base to over 15 million, increase Monzo's brand value to ~\$1bn (Kantar), and made Monzo the first financial services brand to win Brand of the Year at The Marketing Society. He also launched The Book of Money, which became an instant Sunday Times bestseller.

BRAND BUILDER

B2C / NEO-BANKING



“ Marketing, when done right, is an investment not a cost, and creativity is the fuel that ensures that investment delivers the greatest ROI. Monzo is built on tech foundations, but it's a FinTech brand that struck a match in culture. If you create an environment where unexpectedness is expected, you'll soon see that your brand equity is growing as much as your customer numbers.

### 3 THINGS TO STEAL FROM AJ

- 01** Reward people for their attention - educate, entertain, create memories. It's what we did with the Book Nook, launching the Book of Money with personalised covers in a popup shop in Soho. Marketing is not about broadcasting me me me. To be effective, it has to be a value exchange between the brand and its audience.
- 02** Creativity is essential. But creativity without courage doesn't exist. Tap into the fearless version of you, and pitch to your stakeholders bravely – like your life's work depends on it.
- 03** Obsess over your customer. Our teams spend an average of 16 weeks a year speaking to customers, and that proximity is what gives our brand and marketing real meaning and impact. It's that proximity that creates features that you don't expect - like Undo Payments or the 1p Savings Challenge.

### So what?

For CMOs at consumer fintechs: brand equity and customer growth are not competing priorities. Monzo doubling to 15M+ users while winning Brand of the Year is the clearest evidence that culture-first storytelling compounds into commercial performance.

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## Alexander Beresford

CGO / CMO

**taxfix**

Alexander Beresford is Chief Growth Officer and CMO at Taxfix, Europe's leading AI-first digital tax platform with 5M+ app downloads and a €1B+ valuation across Germany, UK, and Spain. He made Taxfix one of the first companies globally to deploy Google's Veo 3 generative video model commercially, creating AI-produced brand campaigns that became Think with Google's featured case study for AI-native marketing.

AI NATIVE

B2C / TAX / FINTECH



“ AI enables more variants, more speed, more testability but without strategic judgement. Steering in a targeted way requires people who know where they want to go.

### 3 THINGS TO STEAL FROM ALEXANDER

- 01** AI is not a strategy. It is a production tool. Use it to generate variants and move faster, then apply strategic judgement to decide where to direct those capabilities.
- 02** Think with Google chose Taxfix as its AI-native marketing case study for a reason: the work combined genuine creative ambition with disciplined measurement.
- 03** Speed creates risk. If every team uses the same models, the industry homogenises. The marketers winning are those who pair AI execution speed with a genuinely distinct brand voice.

#### So what?

For CMOs at consumer fintechs exploring AI-native production: Alexander's Veo 3 playbook proves AI brand campaigns are commercially viable at scale today — not in two years. The question is no longer whether, but how to steer them distinctively.

**Source:** Think with Google, 'Taxfix redefines video production with VEO' (Oct 2025) — <https://www.thinkwithgoogle.com/intl/en-emea/marketing-strategies/video/taxfix-veo-youtube-ai-first/>

# 30

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## Alexis Holland

Senior PMM, FS



Alexis Holland leads financial services marketing at GitLab, driving GTM strategy across banking, insurance, fintech, and capital markets on a global scale. With prior roles at OpenText and Fiserv, she brings rare domain depth to the intersection of developer platforms, AI, and payments.

GROWTH ENGINEER

B2B / DEV PLATFORMS



“Financial services is one of the most innovative industries in the world. The marketers who thrive here are the ones who match that pace, anticipate what's next, and measure everything.”

### 3 THINGS TO STEAL FROM ALEXIS

- 01** Become the subject matter expert, not just the storyteller. Read the regulations, join the customer calls, and build credibility that no messaging brief can manufacture. In financial services, buyers know the difference.
- 02** Take extreme ownership. The pipeline numbers, the sales enablement gaps, the competitive intel no one asked you to track — if it moves the business, own it. In a field as specialized as financial services, the marketers who do the work others assume belongs to someone else are the ones who build irreplaceable expertise and outsized impact.
- 03** Build your network before you need it. Sales, solutions architects, field CTOs, field marketing, partner teams — the best campaigns are the ones built with this network, not handed to it. When everyone is pulling in the same direction, the market feels it.

### So what?

For B2B fintech PMMs at infrastructure and platform companies: domain credibility is a durable competitive advantage. The marketers generating durable pipeline are those who have moved past campaign execution into genuine category expertise.

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## Antoine Le Nel

CGO / CMO

### Revolut

Antoine Le Nel is Chief Growth & Marketing Officer at Revolut, the \$45B+ fintech's most senior marketing executive, overseeing all 38 markets, B2C and B2B growth, marketing, communications, analytics, and growth partnerships. He has been instrumental in scaling Revolut from 30M to 45M+ customers and expanding from a European challenger bank into a global financial super-app.

GROWTH ENGINEER

B2C / NEO BANKING



“ The world of marketing today is more and more complex, and it's only when you have the ability to go deep that you can beat your competitors in the market.

### 3 THINGS TO STEAL FROM ANTOINE

- 01** Treat marketing like an engineering function. Revolut combines analytics, automation, measurement and creative execution to build scalable growth systems, not just campaigns.
- 02** Specialisation + accountability beats bloated teams. Small, highly specialised operators with clear ownership can outperform large traditional marketing departments.
- 03** As fintechs scale, trust becomes the growth strategy. The challenge shifts from acquiring attention to becoming customers' primary financial platform through reputation, consistency and category leadership.

### So what?

For CMOs engineering growth at global consumer fintechs: the Revolut model (running marketing like a high-performance software engineering team, with rigorous commercial accountability combined with genuine brand investment across 38 markets) is the clearest proof that scale and brand coherence are not mutually exclusive.

Source: The Drum, 'Revolut's Antoine Le Nel on the art and science of marketing' — <https://www.thedrum.com/news/revolut-s-antoine-le-nel-on-the-art-and-science-of-marketing/>

# 30

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## Apuarv Sethi

CMO



Apuarv Sethi is Chief Marketing Officer at Razorpay, India's leading full-stack payments and banking platform (\$7.5B valuation, 10M+ business clients). Recently elevated from SVP Marketing, his expanded remit now covers India and Southeast Asia. He pioneered moment marketing at scale in Indian B2B fintech — using IPL airtime to champion his merchants' founders rather than self-promote, reshaping how Razorpay shows up culturally.

AI NATIVE

B2B / PAYMENTS INDIA



“ The future of marketing will not be shaped by AI alone, nor by human instinct in isolation, but by the powerful convergence of both.

### 3 THINGS TO STEAL FROM APUARV

- 01** Moment marketing at scale: using high-reach cultural moments not to broadcast product messages, but to celebrate your customers' stories. Razorpay's IPL campaign championed merchant founders, turning brand media into community recognition.
- 02** Converge AI and human instinct. AI gives you speed and scale; human insight gives you cultural relevance and emotional precision. Neither alone is sufficient.
- 03** Earn permission before you ask for attention. In competitive B2B markets, brands that invest in genuine customer recognition earn loyalty that performance spend cannot manufacture.

**So  
what?**

For CMOs at high-growth B2B fintechs in Asia: Apuarv's IPL moment-marketing playbook, centring merchant founders rather than the product, is a masterclass in building brand credibility that compounds across every acquisition channel.

**Source:** Medianews4u, 'Razorpay elevates Apuarv Sethi to Chief Marketing Officer, bets on AI-led growth strategy' (2026) — <https://www.medianews4u.com/razorpay-elevates-apuarv-sethi-to-chief-marketing-officer-bets-on-ai-led-growth-strategy/>

# 30

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## Brittany Eden

VP, Head of Marketing & Growth



Brittany Eden is VP, Head of Marketing and Growth at VGS, the world's leader in payments tokenisation. She spent 12+ years in payments, including nearly 8 at Visa, where she pioneered the Fintech FastTrack programme, enabling 450+ fintech partnerships. At VGS, she has built the go-to-market narrative around agentic commerce and tokenisation — the early commercial story for how payments work when AI agents transact on behalf of consumers.

GROWTH ENGINEER

B2B PAYMENTS



“ **Agentic commerce is not a future state. It is the market we are already building for.** ”

### 3 THINGS TO STEAL FROM BRITTANY

- 01** Define the category before the market names it. Brittany built VGS's agentic commerce narrative before the term entered mainstream fintech vocabulary, positioning VGS as the infrastructure layer the category would need.
- 02** Domain depth is the unfair advantage. Nearly a decade at Visa building the Fintech FastTrack programme (450+ partnerships) gives you a perspective on payments infrastructure that no competitor can replicate quickly.
- 03** The infrastructure story is the brand story. In B2B fintech, the companies that win long-term are those whose infrastructure narrative becomes the industry's reference point.

#### So what?

For marketing leaders at B2B payments infrastructure companies: the agentic commerce transition is creating a once-in-a-decade category-definition opportunity. The brands that establish their narrative now will be the ones cited when the market matures.

# 30

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## Coral Kratenstein

Head of Go-To-Market



Coral Kratenstein is Head of Go-to-Market at OpenPayd, a universal financial infrastructure provider helping businesses move and manage money globally. She leads product marketing, demand generation, sales enablement, and sales development. Prior to OpenPayd, she held product marketing roles across both B2B and B2C fintech companies.

GROWTH ENGINEER

B2B PAYMENTS



“ You can automate every workflow with AI, but trust is still built through real human relationships. The best marketers will always invest heavily in them.

### 3 THINGS TO STEAL FROM CORAL

- 01** Build messaging from customer conversations, not just internal brainstorming sessions. The best positioning usually comes from sales calls, objections, and hearing how customers describe their own pain points - not from what we think sounds good internally.
- 02** Keep product, sales, and marketing obsessively aligned. Growth breaks the moment marketing promises something the product or sales experience can't back up. The strongest fintech brands create consistency across every touchpoint.
- 03** Invest in credibility before aggressive demand gen. In B2B fintech, trust compounds over time - partnerships, thought leadership, reputation, and real industry relationships will outperform short-term growth tactics in the long run.

**So what?** For GTM leaders at B2B payment infrastructure companies: AI will make your engine faster, but trust will make it convert. The winners will use AI to scale execution while continuing to invest in the credibility and relationships that drive buying decisions.

# 30

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## Darren Thang

Head of Marketing,  
Southeast Asia

►► **SUNRATE**

Darren Thang leads global marketing at SUNRATE, where he drives brand, growth, and category positioning for one of the world's leading payment and treasury platforms. With a background spanning fintech and high-growth B2B environments, he specialises in translating complex systems into narratives that reshape market perception.

BRAND BUILDER

B2B TREASURY



“ Fintech marketing isn't about explaining what you built — it's about redefining how the market understands the problem.

### 3 THINGS TO STEAL FROM DARREN

**01** Own a point of view, not just a product. If your marketing can be swapped with a competitor's by changing the logo, you do not have a position.

**02** Simplify aggressively. In complex industries, clarity is a competitive advantage. The best messaging removes friction rather than adding sophistication.

**03** Market the system, not the feature. Individual capabilities do not win deals; showing how everything connects into a smarter whole does.

**So  
what?**

For marketing leaders at B2B fintech platforms in high-growth emerging markets: category definition is your highest-leverage activity. Interpretation, not features, is the new competitive moat in B2B fintech.

# 30

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## Fiona Davies

Head of Growth, UK,  
Ireland & Nordics

### Revolut

Fiona Davies is Head of Growth for UK, Ireland and Nordics at Revolut — its most important revenue region — having been promoted internally in July 2024 after six years at the company. Previously Head of Consumer Product Marketing, she has been with Revolut from its early growth phase all the way through to 50M+ customers.

COMMUNITY LEADER

B2C / NEO-BANKING



“ Since joining Revolut, I have seen the company grow beyond belief, from just a few million customers to tens of millions, with our ambitions only continuing to rise.

#### 3 THINGS TO STEAL FROM FIONA

- 01** Institutional knowledge compounds. Six years at Revolut across product marketing and growth means Fiona carries a depth of understanding of how challenger banks actually scale that cannot be learned from a brief or a case study.
- 02** The most important revenue region is also the most competitive. Leading growth across the UK, Ireland, and Nordics means navigating dense incumbent competition, market by market, with a playbook built through real iteration.
- 03** Proximity to the product is the growth marketer's edge. Starting in consumer product marketing before moving to growth leadership gives a rare end-to-end view of how brand, product experience, and acquisition reinforce each other.

#### So what?

For growth marketers at scale-up consumer fintechs: few practitioners can claim they were in the room when a fintech crossed 10M, then 50M customers. That institutional knowledge of what worked, what broke, and why is what makes growth leadership durable.

**Source:** Revolut UK newsroom, 'Revolut boosts Growth teams with new UK and Global marketing appointments' — [https://www.revolut.com/news/revolut\\_boosts\\_growth\\_teams\\_with\\_new\\_uk\\_and\\_global\\_marketing\\_appointments/](https://www.revolut.com/news/revolut_boosts_growth_teams_with_new_uk_and_global_marketing_appointments/)

# 30

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## Gaya Ananda

Global Head of Client &  
Market Engagement



Gaya Ananda is Global Head of Client and Market Engagement at Banking Circle. She leads B2B marketing with a belief that growth comes from conversation, not campaigns, building trust and relevance through community and genuine two-way client relationships. She was recognised in Fintech Nation's Fintech65 Women Rising Stars 2026.

COMMUNITY LEADER

B2B BANKING



“ **Get around your audience, because the best fintech marketing starts by listening, not broadcasting.** ”

### 3 THINGS TO STEAL FROM GAYA

- 01** Stay extremely close to sales. Some of the best marketing insights don't come from dashboards or brainstorming — they come from listening to real client conversations. What objections keep coming up? What messaging actually lands? Great marketers spend time where revenue conversations happen.
- 02** Build strategy from multiple viewpoints. Marketing's job is to absorb perspectives from product, sales, leadership, and compliance, identify the patterns, and build a narrative the business can align behind.
- 03** Make legal and compliance your allies early. When those teams trust your judgement and understand the commercial goal, reviews move faster and messaging becomes stronger.

#### So what?

For marketing leaders at B2B banking infrastructure companies: as infrastructure commoditises, the brands winning are those building genuine industry influence through community and conversation instead of feature lists and press releases.

# 30

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**Most Influential  
Fintech Marketers**

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## Ian Peel

CMO

 TASKIZE

Ian Peel is CMO at Taskize, an investment operations collaboration platform and Euroclear-owned fintech. He previously headed marketing for ZAP and TrustQuay (now Quantios), in a career spanning over 30 years from the IBM press office during the processor race era and first dot-com boom.

AI NATIVE

B2B / INVESTMENT OPS



“ More than video, copy or content, marketing has to be about the numbers, because ultimate stakeholders generally only think in numbers.”

### 3 THINGS TO STEAL FROM IAN

- 01** New in post? Make your first job to get all over the financials (and legals) as much as you can. It's impossible to make a difference if you don't understand the main drivers of a business.
- 02** Presenting to internal stakeholders on Zoom? Don't use PowerPoint. Share your screen: your dashboards, your work-in-progress, your desktop. The digital equivalent of an in-person desk meeting increases credibility.
- 03** Do you stay close to the leads you generate, from events, live chat or form fills? Notionally at least, you own these leads. Check in with sales about them, find out how they panned out. If you don't, marketing can get taken for granted. Or worse, your hard-earned results might evaporate.

### So what?

For fintech CMOs at niche B2B platforms, the future lies in their content strategy, with all its pillars, objectives, measurements, creative flair and tone. It was fundamental to the plot 20 years ago when fintechs were vying for print coverage, and 15 years ago when it was fundamental to creating a new social presence. It was fundamental to the plot 10 years ago when everyone was grappling with SEO optimisation. And now it's fundamental all over again as we start to figure out LLM search optimisation.

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## Imo Babics

Chief Growth Officer &  
CMO

## Relai

Imo Babics is Chief Growth Officer and CMO at Relai, a MiCA-licensed Bitcoin-only self-custody app across Europe. Before Relai, he was Head of Marketing at Bitpanda, scaling the company from 100,000 to over one million users. Prior to fintech, Imo spent a decade in media and entertainment.

BRAND BUILDER

B2C / BITCOIN



“ The brands that win in fintech aren't selling their product — they're selling a version of the future people want to see themselves in.

### 3 THINGS TO STEAL FROM IMO

- 01** Growth is cross-functional. Marketing, product, compliance, and support all shape the outcome. Treat every launch as a joint operation across every function.
- 02** A quote to live by: "Don't let perfect be the enemy of good enough." A week of live data beats two months of internal debates every time.
- 03** Saying no is a superpower. Clarity and consistency compound — saying yes to everything moves you further from your KPIs, not closer.

#### So what?

For CMOs at mission-driven fintech brands: radical clarity in what you stand for — and what you refuse to do — is a stronger brand signal than any campaign. In a noisy world where users are bombarded with countless messages, the fintechs that stand out are the ones that aren't afraid to show personality. Great brands aren't chosen because they offer the best product on the market (although that does help); they're chosen because they stand for something that resonates with people.

# 30

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## Ingrid Sierra

Brand and Marketing  
Director

### ZEGO

Ingrid Sierra is Brand and Marketing Director at Zego, helping shape the company's next stage of growth. With 20+ years of international experience across B2B and B2C, she specialises in building high-performing teams and turning customer insight into measurable business impact. Named #22 in the Top 50 Women in Tech 2025.

BRAND BUILDER

B2B / INSURTECH



“ I'm excited to see customer-driven brand storytelling becoming a competitive advantage again as AI standardises execution.

### 3 THINGS TO STEAL FROM INGRID

- 01** Become the CFO's best friend - Marketing loses influence when it hides behind vanity metrics. Learn to speak the language of revenue, retention, margin, and risk. The fastest way to elevate marketing internally is to connect your work to business outcomes, not marketing KPIs.
- 02** Get better at marketing marketing - Marketers spend lots of time building narratives for customers and almost none explaining their value internally. And this is hurting marketing teams. Bringing stakeholders into the process, communicating wins clearly, and helping the business understand the science behind the work are critical to earn trust.
- 03** Don't forget: you are not your customer - Internal preferences and opinions can quickly pull marketing teams away from customers. Backing up recommendations with data and customer insights helps anchor them and reduces the risk of decisions being made on opinions, instinct, or personal taste.

### So what?

For marketing directors at B2B scale-up fintechs: the return of brand building as a growth strategy is the clearest structural shift in 2026. AI standardises execution across the industry; storytelling, memorability, and customer-led narratives become the moat.

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## Jessica Rhodes

Global Marketing  
Director



Jessica Rhodes has over 14 years of experience across fintech, payments, and SaaS marketing, including senior leadership roles at BR-DGE and networkx. As Global Marketing Director at Paysecure she leads international marketing strategy, building and scaling the function from the ground up across brand, demand generation, and events.

GROWTH ENGINEER

B2B / PAYMENTS



“ AI gives us the scale to be more efficient marketers, but in fintech where commercial cycles are long and complex, growth still depends on the community we build and the stories that resonate.

### 3 THINGS TO STEAL FROM JESSICA

- 01** Personalisation is the bare minimum. Relevance is what builds rapport. Audit every campaign with one question: are we making people feel understood, or just dressing up data for commercial gain?
- 02** Demonstrate marketing's influence at the strategic and commercial level, not just channel level. Tell the commercial story that channel performance is fuelling.
- 03** Marketers are the cross-functional glue. Earn your seat by being indispensable outside the function, across product, HR, employer branding, and sales, not just inside it.

### So what?

For marketing leaders building the function at B2B fintechs: the brands compounding fastest pair AI execution speed with human-led community, events, and the relationships that seal complex deals over long cycles.

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## Jessie Savu

Head of Marketing



Jessie Savu leads the global marketing team at Apex Fintech Solutions, the technology and services powerhouse making modern investing work across 200+ companies in 180 countries with \$240B in assets under custody. Apex provides the fintech infrastructure powering trading, wealth management, custody, clearing, and crypto for companies from State Street to Coinbase.

REV MARKETER

B2B / WEALTHTECH



“ There has never been a more dynamic moment in wealthtech — from the expansion of alternative investments and crypto to prediction markets, 24/7 trading, and global market access.

### 3 THINGS TO STEAL FROM JESSIE

- 01** Name the infrastructure layer before someone else does. Apex's positioning as the technology platform behind the TradFi↔DeFi convergence did not happen by accident — it was a deliberate narrative choice made before the market had settled on the language.
- 02** In B2B infrastructure, your clients' growth is your brand story. Coinbase's Everything Exchange, State Street's digital asset custody, and Apex's custody infrastructure are inseparable narratives.
- 03** The moment of category convergence is a category-definition opportunity. When TradFi and DeFi start looking like each other, the infrastructure brands that frame the narrative first own the conversation.

### So what?

For marketing leaders at B2B financial infrastructure companies: the TradFi↔DeFi convergence is creating a once-in-a-decade positioning window. The brands establishing their narrative as the connective layer now will be the reference points as the market matures.

**Source:** GlobeNewswire, 'Tier One Partners Named Agency of Record by Apex Fintech Solutions' (Feb 2026) — <https://www.globenewswire.com/news-release/2026/02/10/3235483/0/en/Tier-One-Partners-Named-Agency-of-Record-by-Apex-Fintech-Solutions.html/>

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## Jill Robb

Fractional CMO

~~Attain~~

Jill Robb is a strategic growth consultant and Fractional C-Suite executive with over 20 years' experience as a company owner and senior leader. She advises fintech, credit unions, insurtech, and banks on marketing strategy, revenue growth, market expansion, and long-term strategic direction. Winner of Fintech Marketing North America Best Lead Gen 2025.

REV MARKETER

FRACTIONAL



“ Marketing works best when it is connected to sales, revenue operations, and commercial reality, strengthening the whole business from the story it tells to the revenue it drives.

### 3 THINGS TO STEAL FROM JILL

- 01** Build marketing around the revenue reality. Start with the sales target, deal size, buying committee, sales cycle and conversion gaps, then work backwards into activity that has a clear commercial job to do.
- 02** Turn complexity into commercial clarity. In fintech, the strongest marketing often sits at the intersection of product, risk, regulation, operations and sales. The skill is making the value easier to understand while keeping it accurate, credible and trusted by serious buyers.
- 03** Make marketing usable during the sales process. A strong message has to work beyond the campaign. It needs to help sales teams explain the value, handle objections, build confidence, strengthen follow-up and move complex buyers forward.

### So what?

For marketers in fintech, the clearest commercial mandate for marketing in 2026 is pipeline influence. That means moving beyond marketing-only metrics like MQLs, and focusing on pipeline velocity, deal confidence, and revenue impact. Those are the numbers that protect the marketing budget.

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## Jonathan Marciano

VP of Brand & Comms



Jonathan Marciano is VP of Brand at Datarails, the Excel-native Finance Operating System for CFOs and FP&A teams. He leads brand, content, PR, creative, and product marketing for one of B2B fintech's most distinctive marketing programmes — including the FP&A Today podcast (600K+ downloads) and the viral Save Our Sheets campaign.

BRAND BUILDER

B2B / FINTECH SAAS



“ I test myself every day to try something slightly brave, genuinely original, that gives our audience something they didn't expect.

### 3 THINGS TO STEAL FROM JONATHAN

- 01** Own a community. The FP&A Today podcast did not just generate leads — it created a constituency that feeds every other channel. Build an audience your competitors cannot buy.
- 02** Understand your audience obsessively. Our best-performing content — research reports, Save Our Sheets — defends what finance professionals love and names what frustrates them. It resonates because it is genuinely about them.
- 03** Steal inspiration from outside the category. Specsavers, Liquid Death, The Economist — none are fintech, but all showed what bold looks like. Do not benchmark inside your own box.

#### So what?

For B2B fintech brand leads: Datarails proves that even the most technical, process-driven audience will respond to the most unexpected creative — if you understand them deeply enough. Bob Sheetner, an ESPN halftime show, and 600K podcast downloads are not accidents. They are a strategy.

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## Juveria Samrin

VP & Head of Marketing

**terrapay**

Juveria Samrin is VP and Head of Marketing at TerraPay, where she built the company's marketing function and helped reposition the business as a global payments network for real-time money movement. With nearly two decades of experience across B2B technology and fintech, she has taken TerraPay past 100K LinkedIn followers and launched the category-defining Xend.

CATEGORY BUILDER

B2B / PAYMENTS



“ As marketing becomes more automated and everyone has access to the same tools, the real advantage belongs to those who think clearly, understand customers deeply, and tell stories bold enough to shape markets.

### 3 THINGS TO STEAL FROM JUVERIA

- 01** Build the category before you build the campaign. If customers do not have the language to describe the problem you solve, no amount of demand generation will fix it.
- 02** Sell the story internally before you sell it externally. Your toughest audience is your own sales team. If they believe the story and can tell it confidently, the market usually follows.
- 03** Build while you figure it out. Some of the best ideas start before there is a perfect playbook. Experiment, test bold ideas, and learn in public.

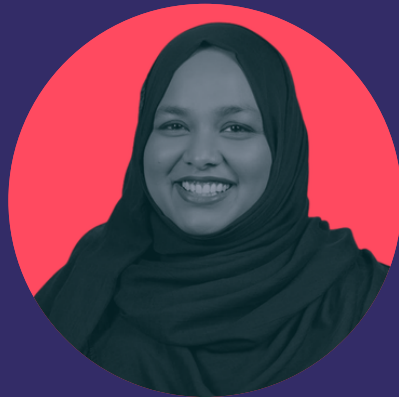
#### So what?

For CMOs repositioning B2B payment infrastructure brands in a converging market: when banks look like wallets and wallets look like banks, category clarity is the only durable differentiator. TerraPay's Xend launch is the blueprint.

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## Kaynat Choudhury

Head of Marketing  
**ex-StrideUp**

Kaynat Choudhury is a brand and growth strategist who defined how halal home finance is understood, marketed, and experienced in the UK. Across two leading fintechs, most recently StrideUp, she shaped how faith-led financial products are communicated to modern consumers, moving the category from niche to mainstream.

COMMUNITY LEADER

B2C / ISLAMIC FINANCE



“ **Most fintech marketing is designed for the moment of conversion. The best shows up in the moment of doubt.** ”

### 3 THINGS TO STEAL FROM KAYNAT

- 01** Build the education into the journey, not around it. In complex or regulated categories, customers rarely convert because of a single campaign; they convert because the experience reduces uncertainty at every step.
- 02** Diagnose emotional friction before you brief the creative. The biggest growth gains are not a result of simply changing messaging or channels, but from truly understanding hesitation, trust, identity, and timing.
- 03** Stop treating brand and performance as separate functions. The strongest growth systems are designed from the start to reinforce each other at every touchpoint.

#### **So what?**

For brand strategists building in identity-led or values-driven fintech categories: the gap between a brand that truly understands its customer and one merely trying to convert them becomes impossible to ignore the moment money, faith, or identity is involved.

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## Kristian Borghesan

CMO



Kristian Borghesan is CMO at FutureVault, a leading provider of AI-powered Digital Vaults and Intelligent Document Processing solutions for BFSI enterprises. A well-known Canadian marketing executive, he has a proven track record helping fintech and wealthtech companies sharpen their go-to-market and commercial positioning. Named WealthTech CMO of the Year 2024.

REV MARKETER

B2B / WEALTHTECH



“ The best fintech marketing isn't louder. It's clearer. Clarity on who you serve, what problems you solve, why it matters now. Everything else is noise dressed up as strategy.

### 3 THINGS TO STEAL FROM KRISTIAN

- 01** Positioning is the input, everything else is the output. Before a single creative, headline, or landing page gets built, your positioning must be locked. Weak positioning poisons every downstream asset.
- 02** Category creation without positioning is theatre. The create-a-category playbook may have worked a decade ago. In 2026, leading with a category before buyers understand your value is burning budget.
- 03** In wealthtech and regulated fintech, buyers are sophisticated and sceptical. Earning their attention requires precise relevance, rather than broad category claims or feature lists.

#### So what?

For CMOs at regulated B2B fintech and wealthtech firms: positioning clarity is your most defensible asset. WealthTech CMO of the Year 2024 proves that disciplined, precise positioning outperforms category-creation theatre every time.

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## Leah Glass

VP, Global Marketing  
(Brand & Growth)

**convera**

Leah Glass built Convera's entire marketing function from the ground up — guiding the rebrand from Western Union Business Solutions to Convera and establishing brand, demand generation, content, thought leadership, and digital marketing from scratch. Convera is a major B2B cross-border payments platform processing \$200B+ in annual volume across 200+ countries.

BRAND BUILDER

B2B / FX & PAYMENTS



“ You're never going to know 100% if your messaging resonates with your audience before you go to market.

### 3 THINGS TO STEAL FROM LEAH

- 01** Executed one of fintech's most-watched rebrands: Western Union Business Solutions to Convera. The challenge was not just visual identity — it was repositioning a heritage brand in a competitive B2B FX market while simultaneously building the marketing function.
- 02** Bias to action over perfection. You will never have 100% certainty that your messaging will resonate before going to market. The cost of inaction is higher than the cost of iteration.
- 03** Build the marketing function to outlast you. Standing up brand, demand gen, content, thought leadership, and digital from scratch at a \$200B-volume platform requires building infrastructure, not just campaigns.

### So what?

For marketing leaders executing major B2B rebrands, Leah's Convera playbook for standing up an entire marketing function while executing a brand transition at scale is one of the most practical blueprints available for anyone navigating a similar challenge.

**Source:** Growth Gorilla, 'The challenges and opportunities of rebranding, with Leah Glass' — <https://www.growthgorilla.co.uk/blog/the-challenges-and-opportunities-of-rebranding-with-leah-glass-vp-of-global-marketing-at-convera>

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## Malkit Kaur

VP Marketing

### Genesis

Malkit Kaur is VP of Marketing at Genesis Global, where she leads go-to-market strategy, pipeline generation, and brand across financial services and technology. She focuses on positioning marketing as a core commercial function with direct accountability for revenue, not just awareness. Her work centres on ABM, SQL-led demand generation, and AI-leveraged decision-making.

REV MARKETER

B2B / CAPITAL MARKETS



“ AI won't fix fintech marketing; it will just expose which teams are still optimising for activity instead of building an agentic, revenue-driving GTM.

### 3 THINGS TO STEAL FROM MALKIT

**01** Take commercial ownership or accept being sidelined. Marketing should carry a pipeline number and be accountable for revenue impact. That is what earns a seat in GTM, not activity metrics.

**02** Build around real deals, not campaigns. Start with live opportunities and priority segments, then design marketing to unblock, influence, and accelerate them through the pipeline.

**03** Stop using AI to scale noise. Most teams use AI to produce more content faster — that accelerates irrelevance. Use it to prioritise accounts, identify buying signals, and guide next best action.

### So what?

For marketing leaders at B2B capital markets and financial technology firms: the shift from campaign-led to deal-led marketing is the defining GTM move of 2026. If marketing is not embedded in pipeline progression and win rates, it is a positioning problem, not a performance problem.

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## Mary-Kate Collins

Head of International  
Communications

**coinbase**

Mary-Kate Collins is Head of International Communications at Coinbase, leading communications across every market outside the United States. She spent eight years in Brussels in public affairs before moving in-house, and now leads how a Silicon Valley S&P 500 company tells its story across the rest of the world — from Davos to the UK House of Lords to the launch into India.

TRUST CHAMPION

B2C / CRYPTO



“ The thing about working across ten-plus markets is you stop assuming any one of them is the default.

### 3 THINGS TO STEAL FROM MARY-KATE

- 01** Keep the global story, change the local angle. The AFR wants an Australian merchant. Exame wants a Brazilian investor. The Economic Times wants the Indian consumer. Global narrative sets the frame, local stories make it land.
- 02** Regulatory fluency is a communications superpower. Eight years in Brussels public affairs gives you a literacy in regulatory process that most comms leaders never develop — and that is increasingly valuable everywhere.
- 03** In the AI era, owned content can outweigh earned. AI systems lean heavily on what a company says about itself in consistent, authoritative form. Invest in owned channels with that in mind.

#### So what?

For communications leaders at global crypto and fintech companies: the hierarchy of earned vs. owned media has quietly inverted in the AI era. AI systems weight consistent owned-channel content heavily. Invest accordingly.

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## Maya Mason

VP Marketing

ex-Jifiti

Maya Mason is a senior fintech marketing executive with more than 20 years of experience leading global marketing strategy, brand growth, partnerships, and demand generation across fintech and technology companies. Most recently VP Marketing at Jifiti, she drove the company's growth narrative for embedded lending across banks, lenders, and retailers worldwide. Named to The Sociable's 26 Marketing Leaders to Watch in 2026.

REV MARKETER

B2B / EMBEDDED FINANCE



“ The future of fintech marketing belongs to the companies that make complex financial experiences feel simple, trustworthy, and human.

### 3 THINGS TO STEAL FROM MAYA

- 01** Translate technical complexity into business outcomes. Customers rarely buy technology — they buy efficiency, growth, revenue, trust, or simplicity. Build every campaign around the outcome, not the feature.
- 02** Build marketing as a revenue partner, not a support function. The best marketing teams are deeply connected to sales, product, and partnerships — shaping pipeline, not just awareness.
- 03** Consistency compounds. The best fintech brands are built through coherent, sustained messaging — not reinvention every quarter in response to competitive pressure.

#### So what?

For marketing leaders at embedded finance and lending platforms: in a world where product features converge, trust, clarity, and distribution matter more than feature parity. The brands winning are those treating marketing as the primary trust-building engine.

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## Miranda McLean

CMO



Miranda McLean is Chief Marketing Officer at Ecommpay, the global payment solutions provider on a mission to make financial services more inclusive and accessible. With over 25 years' experience in financial services and fintech, she has led two category-defining rebrands, including Banking Circle and Ecommpay, and has been a consistent champion of accessibility as a growth lever throughout her career.

TRUST CHAMPION

B2B / PAYMENTS



“ The most powerful thing a fintech marketer can do is make the invisible visible, whether that's an underserved customer, an untapped audience, or a brand that no one's discovered yet.

### 3 THINGS TO STEAL FROM MIRANDA

- 01** Accessibility is a growth lever, not a compliance checkbox. Making digital accessibility the top priority in a rebrand drives meaningful improvements in engagement, reach, and brand trust, not just regulatory compliance.
- 02** Start from the customer, not the product. The most enduring brands in financial services were built by people who understood that the real job is earning trust, not selling a feature set.
- 03** Know which decisions a human must always own. AI gives you speed and scale, but if every team generates content from the same models, the industry homogenises. Your editorial judgement is the differentiator.

#### So what?

For CMOs driving rebrands at global payment providers: 25 years of championing accessibility as a growth strategy proves that inclusive design reaches, attracts, retains, and converts more customers and builds the brand credibility that performance spend cannot manufacture.

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## Paul Afshar

CMO



Paul Afshar is an award-winning business leader who focuses on growing people to grow businesses. He founded and sold a successful e-commerce start-up in China aged 29 — the first tech business in Asia to accept Bitcoin payments — and now serves as CMO at Paybis, where he helped the company triple transaction volume to nearly \$6bn.

AI NATIVE

B2C / CRYPTO



“ **Get out of your dashboards and into people's heads. No amount of data will tell you how people make decisions about your brand. Go speak to them.** ”

### 3 THINGS TO STEAL FROM PAUL

- 01** Attribution is a useful fiction. The best marketers start from the people they want to persuade, not the channels and metrics they need to meet. Understanding human motivation trumps attribution modelling.
- 02** Communities eat content for breakfast. In a noise economy where AI is commoditising curated information, the teams that win are those who build and activate real audiences around genuine shared interests.
- 03** Sales, marketing, and product are merging. The individual with deep product knowledge, evangelism skills, and a community behind them will outperform any siloed department in a noise economy.

#### So what?

For CMOs at crypto and high-growth fintech brands: human credibility is becoming scarce and therefore more valuable as AI scales noise. One trusted voice inside a relevant community outperforms a dozen AI-generated campaigns targeting cold audiences.

# 30

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## Samya Lakhouired

Head of Global Marketing

**Paytic**  
INTELLIGENT  
COMPONENTS

Samya Lakhouired is a Moroccan fintech leader passionate about payments and financial inclusion, with over 20 years of experience across international payment ecosystems and technologies. A Harvard FinTech programme graduate, she drives PayTic's global marketing strategy while actively advancing women's visibility in MENA fintech.

TRUST CHAMPION

B2B / PAYMENTS



“ Invisible infrastructure lays the groundwork for visible inclusion, and it will shape the future of fintech marketing.

### 3 THINGS TO STEAL FROM SAMYA

- 01** Use only verified facts. It is better to remove a slide than present untraceable data. In a market flooded with AI-generated content, verified credibility is a significant and increasingly rare competitive advantage.
- 02** Reference clients by name and share their direct feedback. Anonymous case studies are no longer effective; buyers seek relatable, named success stories they can recognise and verify.
- 03** Concentrate before you diversify. Test different markets, then focus resources where you see results. Targeted commitment consistently yields stronger outcomes than broad, dispersed campaigns.

#### So what?

For marketing leaders at B2B payment infrastructure and inclusion-focused fintechs: disciplined honesty, e.g. verified numbers, named clients, claims that hold under scrutiny, is genuinely contrarian and genuinely differentiating in a world where AI has made fabrication effortless.

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## Toni Gregory

Brand & Content Lead



Toni Gregory is Brand and Content Lead at OpenPayd, overseeing the global fintech's PR, design, and events functions. She previously served as Head of Content Marketing at GoCardless, recently acquired by Mollie. In six months at OpenPayd she delivered 2.6x PR output, a 45% LinkedIn impression lift, and the brand's first product award. Confirmed SummerCon speaker.

COMMUNITY LEADER

B2B / PAYMENTS



“ Every campaign is an opportunity to shift how entire societies think about and interact with money.

### 3 THINGS TO STEAL FROM TONI

- 01** Think full funnel. A large percentage of marketing roles are now aligned to specific disciplines, mediums or outcomes. However, to ensure a cohesive user journey that maximises all available touchpoints, you must align with the wider marketing function for a full funnel view.
- 02** Fail more. 100% success rate in everything you do? All that tells me is that you don't conduct tests or step outside of your comfort zone. We learn just as much from the things that don't work as those that do, and with user needs and expectations constantly evolving, the way we market to them needs to as well.
- 03** Stop enabling urgency. When working in fintech, especially a start-up or scale-up, you learn to launch initiatives at an extraordinary pace. That said, being able to prioritise and differentiate levels of urgency is a skill that will enable you to set clear expectations and manageable timelines.

### So what?

For brand and content leads at B2B fintechs: mastering the tools you already have beats chasing every new AI release. Deep fluency in a focused toolkit compounds: 2.6x PR output, 45% impression lift, and a first product award in six months is the proof.

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## Vanessa Schotes

CMO



Vanessa Schotes is CMO at Enfuce, a frontrunner in the evolving payments industry. With nearly two decades of global marketing experience, she is known for building high-performing teams, delivering measurable commercial results, and turning creative ABM programmes into enterprise client wins including Porsche, Octopus Energy, and Swile. Shortlisted for B2B Marketer of the Year at the B2B Marketing Awards 2025.

REV MARKETER

B2B / PAYMENTS



“ In fintech, trust and connection are the foundation of long-term success. That's why authentic brands are the ones that create sustainable demand and growth.

### 3 THINGS TO STEAL FROM VANESSA

- 01** Build brand as the foundation for demand. The best-performing growth engines are built on credibility and consistency. Brand and demand are most powerful when they run as one motion, not separate programmes.
- 02** Make marketing commercially accountable. Marketing earns its strategic seat when it operates alongside sales and the wider GTM organisation with shared revenue responsibility.
- 03** Choose depth over breadth in ABM. Fewer, better-targeted accounts with genuine personalisation outperform broad, shallow programmes every time. The Enfuce Island stunt landed enterprise clients that no paid campaign could have reached.

### So what?

For CMOs at European B2B fintech scale-ups: 568% marketing ROI in 2025 and ABM stunts that earned enterprise clients including Porsche and Octopus Energy prove that creative, commercially-accountable marketing outcompetes bigger budgets at every stage of the funnel.

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## Wendy Akomolafe-Kalu

Head of Marketing



Yewande (Wendy) Akomolafe-Kalu is Head of Marketing at Flutterwave, with over 10 years of experience in branding, storytelling, and marketing across entertainment, fashion, beauty, and financial services. She drives marketing initiatives to increase brand visibility, trust, and community connection across Africa and beyond, including the Tiwa Savage Foundation partnership that anchored Flutterwave at the heart of Africa's creative economy.

BRAND BUILDER

B2C / PAYMENTS



“ The essence of fintech marketing is human psychology, not technical infrastructure, because people don't buy APIs, they buy trust and peace of mind.

### 3 THINGS TO STEAL FROM YEWANDE

- 01** Lead with psychology. Solve for the core human anxieties behind moving money before you attempt to drive product adoption. Trust must always precede product conversion, especially in markets where financial services have historically failed people.
- 02** Translate complexity into connection. Act as a cultural bridge between your product and your community. The most effective campaigns connect financial services to lived experience, not technical specifications.
- 03** Build for the overlooked. The underbanked and underserved are not edge cases — they are the growth opportunity. Understand them deeply and you will build both products and campaigns that genuinely resonate.

#### So what?

For marketing leaders at pan-African and high-growth emerging market fintechs: anchoring your brand at the heart of the creative economy, via partnerships like the Tiwa Savage Foundation, builds the kind of cultural credibility that no performance campaign can manufacture.

# 30

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