

Fintech Diversity?

Enter the women saving fintech from missteps



Fintech CEO Land?

Fintech CMO Land?



Moderator

Panelists





Jennifer Tramontana President The Fletcher Group



Sheri Chin CMO Galileo Financial Technologies



Elise Brown CMO Anthemis Group



Autumn Flora CMO Transact Campus



"The CMO is increasingly thought of as the chief connecting officer, and having different functional experiences, such as product and sales, provides today's CMO with a deeper appreciation for what it takes to successfully run the business. This allows us to bring a not only a clear business perspective but also empathy for our business partners, and to ultimately come to the table with great business solutions."

-Andrea Gilman

CMO, Early Warning





"The CX function should sit with marketing.

Marketers bringing that voice of the client to the C-suite is critical."

-Shirley Macbeth CMO, Forrester

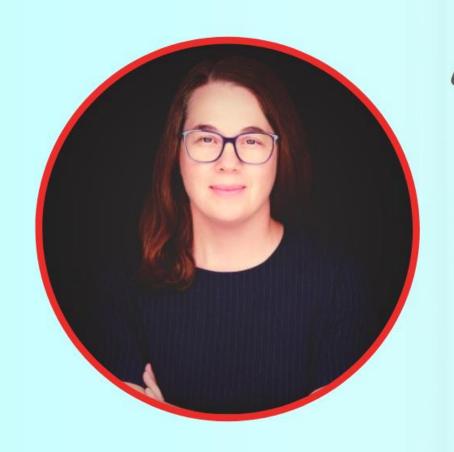




"You must have a voice and a message that people trust. And not just customers, but potential partners and investors, too."

-Elise Brown CMO, Anthemis Group





"Brand is not soft and fluffy.

It's not logos and colors.

It's culture. It's people.

And it's everyone's

responsibility."

-Allison Netzer CMO, Nymbus





"Everything is based on brand awareness and reputation. When we launch a new product, the doors open because of our brand and reputation."

-Wendy Ward CMO, UATP



Moderator

Panelists





Jennifer Tramontana
President
The Fletcher Group



Sheri Chin CMO Galileo Financial Technologies



Elise Brown
CMO
Anthemis Group



Autumn Flora CMO Transact Campus

There's more to this story



Women CMOs in Fintech Report:

in Fintech Report:
Orchestrating
Success in 2023
and Beyond

7 INSIGHTS ON CMO'S GROWING INFLUENCE,
PUTTING AI TO WORK AND THE IMPORTANCE OF BRAND





