

Fintech Diversity?

Enter the women
saving fintech from
missteps





Fintech CEO Land?

Fintech CMO Land?



Moderator



Jennifer Tramontana

President
The Fletcher Group

Panelists



Sheri Chin

CMO
Galileo Financial
Technologies



Elise Brown

CMO
Anthemis Group



Autumnn 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

2023 Women CMOs in Fintech Report





“The CX function should sit with marketing. Marketers bringing that voice of the client to the C-suite is critical.”

-Shirley Macbeth
CMO, Forrester

2023 Women CMOs in Fintech Report





**“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

2023 Women CMOs in Fintech Report





**“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

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“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

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There's more to this story



Women CMOs 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

