THE FINTECH MARKETING HUB

Top 30 Most Influential Fintech Marketers

5th anniversary edition

2025 REPORT

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Foreword

5 years of fintech marketing excellence

Five years ago, we launched the *Top 30 Most Influential Fintech Marketers* to shine a light on the brilliant minds quietly transforming the most dynamic corner of financial services. We believed that fintech marketing wasn't like any other kind of marketing — not built on legacy, but on trust earned daily, in a sector navigating intense regulation, complex products, and constant change. And that belief has only strengthened over time.

What started in 2021 with a focus on breaking through the noise by building brands with purpose, authenticity, and bold creativity, has since evolved into something deeper. As we reach this 5th-anniversary milestone, the journey of fintech marketing tells a story of evolution, resilience, and leadership beyond the brand.

From 2021's emphasis on personalisation and emotional storytelling in the face of digital overload to 2022's rise of community-building, education-first strategies, and the challenges of building trust amid crypto's growing pains, marketers were laying the groundwork for stronger, more transparent industry voices.

In 2023, amid economic headwinds and tighter budgets, the spotlight shifted to video-first content, grassroots engagement, and the emergence of finfluencers. Marketing attribution challenges deepened, pushing fintechs to double down on first-party data, long-form thought leadership, and omnichannel experimentation.

2024 marked a year of discipline and focus. With AI gaining ground and investor pressure mounting, marketers were asked to do more with less, deliver ROI across fragmented buyer journeys, and stay compliant amid increasing regulatory scrutiny.

But rather than shrink from the challenge, fintech marketers embraced it, leaning into owned media, episodic content, and compliance-as-content strategies.

Now, in 2025, we celebrate a new chapter. This year's Top 30 honourees show us that fintech marketing is no longer just a growth engine. It's a strategic partner, cultural driver, and industry voice. Marketers today aren't just aligning with product and revenue, they're shaping ESG, mentoring future talent, and leading conversations across AI, DEI, and sustainability. The best aren't afraid of change, they're co-piloting with AI, building human brands, and creating space for vulnerability and connection.

To everyone featured in this report: thank you for raising the bar. And to every marketer reading this: keep experimenting, keep questioning, and keep showing the world why fintech marketing matters.

Here's to the next five years of excellence! 🥂🚀



Ani Petrova
Founder of The Fintech Marketing Hub

"We are delighted to collaborate with the Fintech Marketing Hub, a vibrant community championing excellence in fintech marketing, recognising and celebrating the marketing leaders amplifying the voice of our industry for impactful change."

INNOVATE/FINANCE

FinTech marketing is fast evolving, reshaping customer engagement and propelling growth. Generative AI is revolutionising content creation and hyper-personalisation, predictive analytics are enhancing customer interactions and storytelling, while community-led marketing is fostering stronger brand advocacy.

Fintech marketers stand at the crossroads of finance and technology, driving trust, innovation, and engagement. Their work is essential not only in fuelling business growth but also in crafting narratives that connect consumers, partners, investors, policymakers, and the media.

We are delighted to collaborate with the Fintech Marketing Hub, a vibrant community championing excellence in fintech marketing, recognising and celebrating the marketing leaders amplifying the voice of our industry for impactful change.

As a judge for this year's Fintech Marketing Hub Top 30 Marketers, I was incredibly impressed by the calibre of applications. The creativity, strategic thinking, and impact demonstrated by this year's nominees underscore the vital role marketing plays in shaping the future of FinTech.

Congratulations to all the honourees for your outstanding contributions to this dynamic and ever-evolving sector!

Roberto Napolitano
CMO, Innovate Finance

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Judges



Chantal Swainston
PR Consultant, Founder of The Heard



Jeremiah Glodoveza
SVP Global Marketing & Comms, Nium



Kathy Kmiotek
Founder of Kmiotek Advisors & Consulting



Katie Hayes
Head of Marketing, Ozone API



Roberto Napolitano
CMO, Innovate Finance

Judges reflections

“Judging this year’s Top 30 Fintech Marketers Honour List was a real privilege. The nominees weren’t just excelling in their roles but were also reshaping the very function of marketing in fintech. Their influence now extends well beyond brand awareness, impacting growth, product strategy, and the wider industry agenda. What stood out were three defining themes: marketing as a growth engine, where marketers are aligning brand with revenue and product; leadership beyond company walls, through mentoring, ESG, and DEI initiatives; and thought leadership, as many honourees are building strong personal brands via original content like podcasts and blogs. This 2025 cohort is a testament to how marketing is becoming a true force for influence, innovation, and industry change.”

Katie Hayes
Head of Marketing, Ozone API

“Serving as a judge for this year’s Top 30 Most Influential Fintech Marketers left me both inspired and in awe. Honestly, I found myself wondering how I even made the list last year! The level of talent, creativity, and commercial impact among this year’s nominees is phenomenal, and it’s clear their leadership teams made the right call in backing them. What stood out most is how marketing is increasingly being recognised as a strategic partner, not just an execution arm, though that challenge still persists across many sectors. Today’s leading fintech marketers are tightly aligned to business strategy, driving growth, shaping narratives, and using insight to elevate their company’s positioning. Unsurprisingly, AI is at the heart of every conversation yet the best marketers aren’t threatened by it; they’re using it as a co-pilot to boost productivity and scale their impact. Personally, I often ‘whiteboard’ with ChatGPT and continue to explore agentic AI and hyper-personalisation, which are fast becoming critical for building meaningful, sticky customer relationships. To all the honourees: you truly are best in class, and I couldn’t be prouder to see this community continue to challenge convention and redefine the future of fintech marketing.”

Kathy Kmiotek
Founder of Kmiotek Advisors & Consulting

“The calibre of nominees for the Fintech Marketing Hub’s Top 30 Most Influential Fintech Marketers was star-studded. I was impressed by what these leaders achieved in a year marked by economic uncertainty and shifting industry dynamics. These leaders demonstrated incredible creativity in their craft with campaigns that made me stop and take notice. But, what stood out most, was the amount of diversity in the submissions. Fintech marketing is in great hands with today’s leaders so focused on championing an inclusive future. Their work is not just about brand growth – it’s about reshaping the industry to more accessible, equitable, and forward-thinking for all.”

Jeremiah Glodoveza
SVP Global Marketing & Comms, Nium

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Alessandro Onano
CMO

moneyfarm

Alessandro Onano is Chief Marketing Officer at Moneyfarm, a leading European digital wealth manager. With over 20 years of experience, he has led marketing, brand, and communication strategies across entertainment, gambling, and regulated financial services. Over the past 11 years, he has focused on the financial sector, working across both B2C and B2B models to drive growth through brand positioning, customer engagement, and integrated marketing strategies.

Alongside his executive role, Alessandro advises start-ups and scale-ups, particularly those seeking to challenge established markets or create meaningful customer value. He also serves as Marketing Partner at Novaterra, a recently launched impact fund.

"Real marketing is both an art and a science; it requires study, experience, and a strong backbone."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

Aside from the innovation driven by new tools and the evolution of technology, I believe the most significant shift in fintech marketing in recent years has been the redefinition of how and when people engage with investment services. The pandemic acted as an accelerant, bringing trading and wealth management into the daily lives of a much broader audience. It wasn't just a behavioural change; it was also a demographic shift as a new category of newcomers began to approach these services.

That shift forced us to rethink the entire engagement model. In my view, the biggest transformation hasn't been in the tools themselves but in the way we structure our messaging to fit various stages of a fragmented customer journey.

Another area that has changed significantly is the perceived divide between brand and performance marketing. I've never been convinced by a rigid split, but now it is even truer that everything should be performance-driven if the strategy is sound. What matters more is the ability to adjust tone, channel, and metrics according to the prospect's stage in their decision-making process. Marketing doesn't just convert or build awareness; it fosters long-term relevance, enhances recall, and earns attention across multiple touchpoints.

Trust and transparency are more critical than ever in fintech, especially amid regulatory changes and growing consumer scepticism. How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

At Moneyfarm, trust and transparency are not just marketing buzzwords; they are fundamental to the company's founding purpose. We aim to provide a more transparent, conflict-free model for financial advice, delivered digitally yet remaining personal and relevant throughout the inevitable highs and lows of a long-term investment journey. Significant market volatility has underscored this: the ability to quickly connect with our entire customer base through

relevant, clear messaging has helped us cultivate meaningful, trust-based relationships, even in the absence of face-to-face interactions that more traditional players rely on.

As we navigate 2025, what are your top marketing priorities?

Moneyfarm is evolving into a "total wealth partner", a multi-product platform that meets a broader range of financial needs. This positioning shift, coupled with rapidly changing consumer habits in savings and investment, presents both challenges and opportunities. Our priority is to align our brand, products, and experiences in a manner that reflects this new role while continuing to communicate with our clients clearly, relevantly, and engagingly across all channels.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

AI is the easy answer, and rightly so. It’s an area I’m personally investing time in, both to enhance marketing efficiency and as a catalyst for new creative opportunities. Beyond this, I’m particularly intrigued by the increasing maturity of crypto as an asset class, especially with the emergence of Bitcoin ETPs now available to retail investors, which makes this "new" asset class an important piece of people's finances planning. That said, while easier access to investing is a positive trend, it carries risks. The lack of guidance, especially in fast-moving, hype-driven markets, can leave less experienced investors vulnerable to poor decisions. Education and responsible communication will remain crucial.

Your advice to aspiring fintech marketers in 2025?

Adaptability and, perhaps more importantly, resilience are essential skills for every marketer to develop. We’ve chosen a discipline that is often misunderstood, where everyone feels entitled to their opinion. However, real marketing is both an art and a science; it requires study, experience, and a strong backbone.

Learning to navigate stakeholders and build credibility is crucial for making any real impact. I also find great value in supporting other marketers and start-ups — not just out of generosity, but because it offers me the opportunity to learn. Advisory work often serves as a privileged window into how others are tackling complex problems. It’s a win-win.

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Alice Wyatt

VP Marketing

codat

Alice Wyatt is a marketing leader known for building high-performing teams. She has repeatedly proven that marketing, BDR, and sales can operate as united commercial functions. With experience spanning VC-backed startups like Codat and Bloomreach, as well as public companies like Adyen, Alice thrives at commercial strategy as well as focused team execution.

Beyond her day-to-day role, Alice is a member of the Forbes Business Development Council, where she contributes to expert panels on key industry topics. She advises leading VCs on the marketing strategy of their portfolio companies and has built thriving fintech communities, founding a London marketing leadership group and virtual BDR learning sessions. At just 32, Alice is already one of fintech's most influential marketing voices.

"Marketing is, at its core, about connection. The more real and vulnerable you are — with your team, your peers, and your customers — the more trust and impact you'll build."

Your advice to aspiring fintech marketers in 2025?

The best marketing leaders today aren't just tactical experts — they're adaptable thinkers who build resilient, future-ready teams.

Here are a few guiding principles I live by:

1) Hire for mindset, not just skillset.
Some of the best people I've hired had no traditional SaaS experience. One BDR was a wine sommelier. Another, a stand-up comedian. Another worked at the New York Aquarium. What they shared was emotional intelligence, curiosity, and grit — traits that are far more predictive of success in fast-moving, ambiguous environments than a linear résumé.

In interviews, I look for people who can explain complex ideas simply, who display curiosity, and who are comfortable adapting on the fly. Roles will keep evolving. People with potential will evolve with them.

2) Build relationships across the business.
Marketing doesn't win in isolation. Get close to sales, product, and customer success. Understand what really matters to them and co-own outcomes. That's how you earn trust, budget, and impact.

3) Focus on the problem, not the tactic.
Marketing becomes indispensable when it's deeply connected to the company's pressure points across the full funnel.

Business challenges shift: one quarter, the biggest blocker might be customer churn or low usage; the next, poor demo-to-pilot conversion. The key is staying close to the most critical commercial pain, building a team that can pivot quickly, and rallying the full GTM org to unblock growth.

The best marketing leaders don't just execute — they build agile teams that flex where the business needs them most: supporting CS with retention plays, collaborating with product on engagement, or sharpening messaging to improve lead quality. Solve the company's biggest problem, and marketing becomes the linchpin of the commercial org.

4) Create space for risk.
Marketing is full of uncertainty — especially now. So build a team culture where people feel safe to test, fail, and try again. Seek out those obsessed with what's next — AI, new channels, unconventional strategies — and give them the runway to explore.

5) Operate with courage.
You won't always have perfect data. Sometimes you have to take a bet — on a campaign, a hire, or a strategy no one else sees yet. Courage doesn't mean recklessness. It means having conviction in the face of ambiguity.

6) And finally: stay human.
Marketing is, at its core, about connection. The more real and vulnerable you are — with your team, your peers, and your customers — the more trust and impact you'll build.

We've woven this belief into the fabric of our team with a simple but powerful ritual: a weekly "Highs and Lows" meeting. For 30 minutes each Friday, every team member shares one thing they're proud of from the week, and then one thing they found really hard, or messed up on or that they are struggling with.

Over time, it's created a culture rich in empathy, trust, and respect. We understand each other's challenges and celebrate wins — big and small. This space for vulnerability has made the team united - and therefore a real powerhouse of productivity and impact.

Vulnerability is powerful!

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Andrea Brimmer

CMO

ally

Andrea Brimmer is Chief Marketing & PR Officer at Ally Financial, where she's led a bold brand transformation since becoming CMO in 2015. Known for positioning Ally as "a different kind of financial services company," her leadership has driven standout growth and consumer engagement.

In 2024, Andrea was inducted into the Forbes CMO Hall of Fame, marking her fifth year on the World's Most Influential CMOs list. A champion for gender equity, she launched the industry's first 50/50 pledge to commit equal ad spend to men's and women's sports.

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Aviv Canaani

CRO

datarails

Aviv is the Chief Revenue Officer at Datarails, where he has led a transformative shift in go-to-market strategy and execution. Joining as VP of Marketing in 2021, he helped drive 6x ARR growth in a year by shifting the business from 95% outbound to 95% inbound, using bold, B2C-inspired content and a strong focus on organic channels like LinkedIn and podcasting.

As CRO, Aviv restructured the sales team for efficiency, introduced implementation fees, and transitioned contracts to annual and multiyear terms, cutting the payback period by nearly 50% and increasing NRR by 35%. His GTM model, inspired by Winning by Design, ensures scalable, predictable growth and full marketing support for AEs, contributing to the company's best-ever quarter in Q4 2024.

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Bianca Bass
CMO

PRIVALGO

Bianca Bass is a senior marketing leader with extensive experience in driving fintech growth. As Chief Marketing Officer at Privalgo and formerly Marketing Director and board member at 3S Money, she has built and led high-performing, commercial marketing teams, developed category-defining brands and helped secure investment rounds.

Her career highlights include being featured in Forbes, delivering marketing talks at Google, PwC, and London Business School, and being invited to 10 Downing Street to discuss millennial careers.

"The best marketers I know are endlessly curious and draw on diverse influences to create standout campaigns and work."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

In 2020, fintech marketing was still overly focused on performance marketing and acquisition, often at the expense of genuine relationship building. Over the past few years, I've seen a notable shift at the board level - there's now a stronger emphasis on understanding clients more deeply and refining segmentation to create more meaningful, tailored experiences. At Privalgo, I'm focused on ensuring our brand delivers value at every stage of the client journey.

Trust and transparency are more critical than ever in fintech, especially amid regulatory changes and growing consumer scepticism. How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

By standing for something and recognising that if you try to appeal to everyone, you resonate with no one. In an industry filled with jargon, clarity is a powerful differentiator. I've learned that making complex ideas accessible and avoiding assumptions about knowledge levels helps build trust. Being explicit about who you are, what you stand for, and how you help builds a level of transparency that performance marketing alone can't achieve.

As we navigate 2025, what are your top marketing priorities?

At Privalgo, we're prioritising a robust brand strategy while experimenting with offline channels, such as direct mail and in-person events. Last October, we hosted an event at our office called Secrets of Scale, where prospects and clients engaged in candid conversations about building businesses in 2025. These offline experiences offer something digital touchpoints can't replicate - genuine human connection. As an FX and payments provider, it's easy to hyperfocus on articulating product benefits, but real differentiation comes from humanising your brand and bringing people together. Building that emotional connection is what sets brands apart in a crowded space.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

Hyper-personalisation. We're moving beyond rigid binaries of B2B versus B2C, or SME versus Enterprise. The real opportunity lies in understanding the people behind these businesses - their challenges, motivations, and goals. For too long, ideal customer profiles have focused on decision-makers versus end users, missing the nuances that drive action. Fintech marketing is now about creating tailored, human-centred experiences that acknowledge the complexity of modern buyers. Brands that master this level of understanding will lead the next era of fintech growth. I'm excited to see where it goes!

Your advice to aspiring fintech marketers in 2025?

To make an impact in fintech marketing, curate the content you consume and seek inspiration beyond the industry. Fintech can be an echo chamber - breaking out of that requires proactively gathering inspiration from other sectors, disciplines, and perspectives.

The best marketers I know are endlessly curious and draw on diverse influences to create standout campaigns and work.

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Blayne Pereira

Head of Marketing

tribe

Blayne has over a decade of experience in B2B and financial services marketing, both agency and client side, and has been Head of Marketing at Tribe Payments since early 2023, spearheading an overhaul of the company's marketing output as it successfully transitioned from start-up to scale-up. Tribe's industry brand awareness has soared over the past two years, thanks in part to the implementation of always-on social and email campaigns, which has helped the wider commercial team with its lead generation goals.

Prior to joining Tribe in 2022, Blayne oversaw the award-wining social output for the NatWest/RBS Group. He is passionate about inclusion and has helped drive and support Tribe's presence within diversity initiatives, and is always happy to upskill and educate others.

"There can be a tendency to over-complicate campaigns and this is why we're looking at a more 'back-to-basics' approach for 2025."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

Is it pandering to the Fintech Marketing Hub to highlight the positive impact of community-led initiatives? The last five years have seen a maturation in the fintech marketing scene, driven by an influx in talent into the sector from a range of different industries as fintech became more mainstream. Fintech is such a broad term and covers hundreds of different industries and micro-sectors; these community hubs have enabled us in an otherwise fragmented scene to collectively share our opportunities and challenges.

Without going down a political rabbit hole, social media in the 2020s has seemingly just been going from one crisis to the next, from 'dubious' ownerships through to lack or rollback of moderation. One of the biggest challenges has been managing your social reputation and navigating the muddy waters of cancel culture – where brands are often damned-if-you-do and damned-if-you-don't – and whether you should even have a presence on a given platform at all. It's not flashy, but this is where having both a comprehensive social media policy and crisis comms plan is critical.

As a B2B marketer, this is further complicated by LinkedIn having an identity crisis, morphing more into Facebook with each passing week, especially as people defect from other networks. And yet, it's still a necessary evil. It retains a degree of business authority and can be a useful medium for always-on branding and visibility.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

When it comes to brand authenticity, the answer is actually quite simple: Champion your people. Whether that's your C-suite, your product experts, or even your customers, having an authentic voice and building trust and transparency will only come from sharing their thoughts; whether that's on your website or via external comment and/or newsjacking, which is a great way to showcase wider industry knowledge.

Storytelling is key. If you're a fintech start-up, place your founder(s) front and centre to share their journey and why they are doing what they do. If you're a scale-up, using your early-stage customers not only demonstrates proof of concept but also naturally adds authenticity. Writing a report? Put at least a name, if not a face, to it - whether as a foreword or executive summary.

AI isn't authentic. Yes, you absolutely should be using it, but it's just one component. Platform your people and customers, and it will invariably boost your brand. Ultimately, brand authenticity fuels your performance.

As we navigate 2025, what are your top marketing priorities?

Broadly speaking, whether you're a B2C or (especially) a B2B fintech, all roads tend to converge upon two things: Lead generation and managing a shoestring marketing budget. With those caveats in mind, two of our priorities at Tribe Payments in 2025 are an increase in offline marketing initiatives and expanding our partner marketing opportunities. Tribe is firmly a B2B paytech and, having trialled some offline initiatives last year, e.g. invitation-only breakfasts, we're now ramping up these efforts. Offering more intimate in-person experiences, along with bespoke content, has proven to be a big value-add in the post-pandemic world.

Partner marketing isn't anything new, but execution isn't always straightforward when multiple stakeholders are involved. There can be a tendency to over-complicate campaigns (every marketer has been there, inadvertently chasing style over substance) and this is why we're looking at a more 'back-to-basics' approach for 2025. If you can judge it correctly, partner marketing is a win-win for both parties at a shared cost. It should be noted here for clarity that all your customers/client should be considered your partners.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

Hyper-personalisation is here to stay. We're already mass consumers of it thanks to 'the algorithm' – whether that be your social media feed or your chosen streaming service.

Highly targeted content and highly focused offerings are what people want and, if you're working for a more niche B2B, a 1:1 marketing approach will become the norm. That's a lot of content, right? The importance of training both yourself and your chosen AI assistant with more focused keywords and searches will make your life a lot easier.

As we head to the end of the 2020s, we'll also start seeing Gen Z become decision-makers in the workplace; a generation that grew up fully digitally native; but it's not just their lifelong immersion to digital marketing that will be invaluable. They are broadly considered to care more deeply about social and environmental causes than previous generations. At a time when DEI and climate initiatives are under attack – especially across the pond – there is a real opportunity for fintech marketers to seize the initiative and make a stand, and make their company attractive to the next generation by committing to such causes. However, the most crucial thing will be to 'walk the talk' – and not just tick a box. If it's just superficial lip-service marketing, that's arguably worse.

Your advice to aspiring fintech marketers in 2025?

As an aside to the question, while privileged and honoured to be named among the Top 30 Most Influential Fintech Marketers this year, I find it amusing because back when I did my journalism postgrad, I remember my tutor telling me: "People want to hear what you're reporting on; you are not the story." Granted, this was over a decade ago, when social media influencing as we know it today was in its infancy.

With that being said, fintech marketing isn't so dissimilar – you need to have a razor-focus on the job at hand; understand what and why your company does, and positive results will hopefully follow, which in turn earns you wider respect and recognition.

Having worked both agency and client side, there are a couple of well-trodden phrases that always crop up: “Everyone’s a designer” and “everyone’s a marketer”. While often met with disdain, I’d argue you should embrace it.

Everyone consumes media differently, so it’s worth getting input from a diverse range of people – I stress here, I’m not saying ‘as many people as possible’ because that would take forever. But groupthink can be extremely useful – as long as you have a diverse team; otherwise, you’ll still end up with blind spots in your approach (see Rebel Ideas by Matthew Syed).

It’s not a big secret: Drop the ego, always ask questions, always keep learning and always keep reading up on the latest trends. Finally, do your absolute best not to overthink or lose sleep over whether the ‘t’ in Fintech needs to be capitalised or not! There will definitely be instances where you’ll be referencing an organisation that goes against your own style guide and has to endure a mismatch.

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Brooke Day

Head of Brand & Communications

PensionBee

Brooke is Head of Brand and Communications at PensionBee, where she champions customer stories, promotes financial literacy, and works to close the gender pension gap. She leads brand awareness and trust-building efforts through ATL campaigns and partnerships, and has featured on PensionBee's Pension Confident Podcast discussing money and relationships.

Before joining PensionBee, Brooke held roles in SME business finance and across eCommerce and retail brands, both client and agency side.

"By being open to how other industries do things, you may find solutions you hadn't otherwise thought possible."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

One thing I've noticed more since 2020 is the role influencer marketing has had to play in the marketing mix. Consumers are crying out for simple, jargon-free advice and the problem many brands have, is that they can't give advice, The rise in financial influencers, or finfluencers to support brands in reaching consumers is perhaps in part a symptom of the FCA's Consumer Duty and a need for simplified communication and a way to help build financial literacy. Finfluencers are therefore a great additional vehicle for delivering this beyond hygiene editorial, video and audio content.

At PensionBee, we've been committed since inception to helping consumers to build financial literacy and we've always worked with influencers but in more recent years it's something we're leaning into more and more. In fact, we even featured one in our latest brand campaign. What I will say is that it's important though to select finfluencers who align with our mission and values, to ensure the partnership feels authentic and doesn't erode brand trust.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

At PensionBee we've always led with our values: love, honesty, simplicity, innovation and quality. I think it's ensuring everything we do aligns with these and our mission of building pension confidence and creating a world where everyone can enjoy a happy retirement that ensures we stay authentic to our brand and continue to build trust. One way we do this is by being laser-focused on putting our customers first, which is why we include them in our marketing initiatives. By bringing our customers into our marketing mix and showcasing their real-life testimonials and experiences of being a PensionBee customer it allows us to remain authentic and lean into the reasons they feel we stand out as a brand.

As we navigate 2025, what are your top marketing priorities?

PensionBee turned 10 last year, we reached 265k Invested Customers and had over £6 billion in Assets Under Administration (AUA). Our dedication to our mission of building pension confidence and helping everyone enjoy a happy retirement has never been stronger. We started 2025 with a new multi-channel campaign, 'When your pension is in a good place, you're in a good place' in the UK. It launched across TV, radio and digital channels and nothing indicates investing in our brand quite like that. But beyond our new campaign in 2025, we're committed to:

- more investment in brand channels and engaging content that builds trust;
- nurturing and engaging with our substantial database of customers and prospective customers; and
- focusing more on key customer segments that drive high-quality lifetime customers.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

I try not to think about trends... Yes, it's great to keep your finger on the pulse of what's emerging but ultimately it's always going to come back to crafting experiences that help consumers build financial literacy, provide them a product solution for their needs and make their lives simpler. I believe it's important to ensure the benefits of any trends will be felt by customers before just jumping on it.

I think brands that keep things customer-centric and lead with their customers at the heart of their marketing strategies will ultimately be the ones that succeed as that's what will define success, not the trend itself.

Your advice to aspiring fintech marketers in 2025?

Firstly, always foster a sense of curiosity. For me, I try to not only learn from within the sector but look at brands and agencies whether it be in FMCG or e-Commerce that I like the work of and see what they're doing and how it could apply to my challenges and needs. By being open to how other industries do things, you may find solutions you hadn't otherwise thought possible.

Secondly, don't be afraid to try new channels and see what works. I can tell you now it definitely won't always land but by not being afraid to experiment and learn from those experiments you discover those key ideas that are going to really move the needle.

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Charlie Gilbert

VP Marketing Communications

volt

Charlie is an accomplished brand marketing and content lead with deep knowledge of the open banking and real-time payment ecosystems. He's happiest when writing long-form content or shooting short-form video.

Currently VP Marketing Communications at Volt, Charlie oversees everything from brand messaging to content design. Prior to joining Volt, he worked in the travel and trend forecasting industries, as well as spending time in the agency world.

"Plain English, with a powerful point of difference weaved in and articulated well, is something I think we'll be seeing more of among scale-ups in particular."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

I believe we're in the early stages of a notable shift from aspirational, big-picture investor comms to customer-friendly plain English. The wave of post-Covid fintech funding undoubtedly influenced how brands positioned their capabilities, which were centred on transformative visions that, rather than speaking to prospective customers, were designed to impress VCs. Quite often, it was very difficult to work out what a fintech start-up actually did.

Times are now very different. With funding scarcer and scrutiny tighter, brands are having to walk the walk – and that starts by meaningfully engaging with potential customers at whatever the first touchpoint is. Plain English, with a powerful point of difference weaved in and articulated well, is something I think we'll be seeing more of among scale-ups in particular.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

It's more a case of brand authenticity helping to drive performance, rather than balancing the two. Authenticity comes from speaking and acting as a customer ally, coupled with product truth telling. *We understand your pain points and growth goals; this is how we can quantifiably help* (and, ideally, *this is what stands us apart from our competitors*).

Trust is further bolstered by helping customers navigate regulatory changes, which in the payments space is especially important. Any consumer scepticism here, I've found, tends to come from a broad, hypothetical standpoint. *Why would anyone choose to pay by bank?* is a question I've heard countless times, but, when you break Pay by Bank down to particular use cases, consumers have been extremely happy to use it.

As we navigate 2025, what are your top marketing priorities?

It's true that digital acquisition is only part of the picture. One of my big priorities this year is brand recall – I want Volt to be the brand that pops into people's heads when someone says "open banking" or "real-time payments". That means having a strong, recognisable brand that complements our plain-English truth telling – and being as present as we possibly can at industry and customer events.

Experimentation is an interesting one. I've got a few ideas I want to execute before the year ends, and I'm kind of testing the waters on my own channels. It's amazing the impact you can achieve with a tiny budget, if you think creatively and frame something that resonates with the right people. Even if that does occasionally mean putting on a wig and singing songs from Wicked.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

At the risk of repeating myself, I do think a trend will be fintech brands speaking more clearly about what they do, and why this matters to their audiences. I honestly don't think AI-generated content can compete with human nuance – at least not for now.

A good example is Wero, whose conversational tone of voice is complemented by beautiful illustrations rather than generic stock photos or illustrative UX. What's particularly telling is that they're B2B as well as B2C, so they're not overly concerned with being seen as uber professional. I hope we'll see more brands follow suit.

Your advice to aspiring fintech marketers in 2025?

First, actively own deliverables that positively influence the perception of your brand: things like your website, explainer videos, editorial thought leadership, visual style... the list goes on, but anything that helps you stay front of mind when someone says, in the case of Volt, 'open banking' or 'real-time payments'. Like I said, we want to have that brand recall so that, when prospects have a need for what we do, Volt is the brand they go to.

Which leads nicely into my second tip: meaningfully collaborate, rather than outright own, deliverables that actively help drive revenue: prospect-specific messaging in sales decks, tailored product demos, co-marketing campaigns etc. The power of brand has brought them in; now marketing can work with sales to close the deal.

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Christian Kunkel

CMO

fingercheck

Christian is a marketing leader who believes in clarity, teamwork, and solving real customer problems to drive sustainable growth. With experience at both major companies and high-growth startups — like GumGum, Cuebiq, Nayya, and Sardine — he's built marketing teams that deliver measurable impact across industries.

Now CMO at Fingercheck, Christian leads with a focus on results over noise. He values simplicity, creativity, and trust, ensuring customers know what they're buying, why it matters, and that the brand will deliver. A history major turned marketer, he brings narrative and context into every campaign and on Sundays, you'll find him cheering for the Jets.

"Some tactics always work — and we'll keep doing them. But part of the job asks: *What's one thing we could try this quarter that might unlock something new?*"

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

The biggest shift has been how the community has evolved from a "nice to have" to a core strategy. During and after Covid, brands had to pivot quickly — webinars surged, field marketing went digital — but the one constant that kept growing was community. It's no longer just "go where your audience is consuming" or even "where they're talking" — now it's about being part of the conversation, or creating the space for it yourself.

In addition, AI has completely changed how we scale personalization. It allows us to be more efficient on the outbound side, freeing up more time for the slow, authentic work of community-building, brand, and long-term value. For me, adapting has meant constantly testing—not just watching KPIs but watching what others are doing, learning from it, and asking: How would this work for our brand and our customers?

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

I'm a big believer in the power of the hook — that first line that earns attention. But hooks only work if the substance is there. If the product doesn't deliver value, the copy doesn't matter. And over time, even great performance will plateau if people don't trust your brand.

In fintech, especially, brand trust is everything. Whether you're talking about payroll, compliance, or someone's finances, these are personal, sensitive, high-stakes areas. So, to balance authenticity and performance, we ground everything in clarity, consistency, and customer empathy. The goal isn't just to drive a click or a lead—it's to create a feeling: "These people get me. I trust them."

As we navigate 2025, what are your top marketing priorities?

Our priorities are threefold:

- Stay creatively energized
- Stay aligned to revenue
- Stay flexible enough to pivot

That means keeping marketing and sales deeply connected, keeping our team laser-focused on goals from weekly to quarterly levels, and creating space for experimentation within the structure. Some tactics always work — and we'll keep doing them. But part of the job asks: "What's one thing we could try this quarter that might unlock something new?"

Which emerging trend do you believe will define the next era of fintech marketing, and why?

Right now, the most defining trend is combining AI-generated content and hyper-personalization. If AI keeps improving at its current pace — and we, as marketers, become better prompters — we'll finally be able to deliver truly personalized content at scale, that's high-quality content too.

That's a game-changer for lean teams especially. It lets us shift resources to strategy, brand, and community while automating the grunt work. The tech is getting there — what matters now is how we use it creatively and responsibly.

Your advice to aspiring fintech marketers in 2025?

Be humble. Be curious. Protect your team. And believe in brand first — and specialization second.

This space moves fast, and attribution is never perfect. You'll have to measure everything, but don't let perfection kill momentum. Talk to sales. Ask questions. Share ideas. And be open — not just to failure, but to the fact that someone else might have a better idea than you.

Most importantly, remember: marketing is about your customer. Make sure they understand the value you bring. Make sure they see their pain points solved. And above all, make sure your brand makes them feel smarter, more confident, and more in control — because they chose you.

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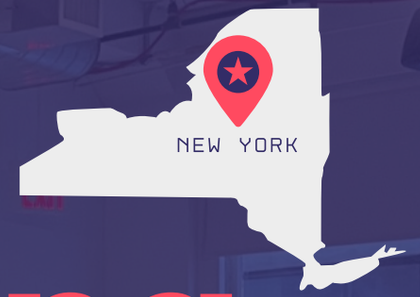
Colton Pond
CMO

LoanPro
Modern Credit Platform

Colton Pond, CMO of LoanPro, is a transformative force in fintech marketing. His innovative, data-driven approach has propelled LoanPro's evolution into a market-leading API-first lending platform that empowers financial institutions to launch groundbreaking lending programs rapidly. With a proven track record — including driving 300% year-over-year growth at Truv and influential stints at MX, Lucid, and HealthEquity — Colton's strategic vision and deep industry expertise have set new benchmarks for operational efficiency and product innovation in financial services. His leadership not only accelerates growth but also redefines how fintech companies connect with their customers.

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Heather Mounsey

Head of Creative

PLAID

Heather Mounsey is the Head of Creative at Plaid, where she has been a driving force behind the company's brand evolution. With over 18 years of experience, including a notable tenure at Amazon, Heather led Plaid's iconic rebrand, helping position the company as a modern financial data network now valued at over $13 billion.

She brings a "B2Human" philosophy to her work, grounded in empathy and real human insight. Heather focuses on uncovering authentic brand stories and building lasting connections with audiences, driving creative strategies that resonate across both B2B and B2C. Her work continues to shape Plaid's identity and influence the broader fintech landscape.

"Don't forget the human. Fintech can be heavy, but at the end of the day, we're helping real people solve real problems. Empathy should be your creative north star."

Your advice to aspiring fintech marketers in 2025?

If I had to distill it down, I'd say: lead with clarity, curiosity, and conviction. Fintech moves fast, and marketing can't afford to be reactive. The marketers who stand out are the ones who stay deeply curious about the customer, the tech, and the trends — and who can distill that complexity into a clear, resonant narrative.

Skill-wise, being a great storyteller is just table stakes now. The real impact comes when you pair that with cross-functional fluency — understanding product, data, policy, and the business levers that drive growth. It makes your work more strategic, and it earns you a seat at the table.

And maybe most importantly: don't forget the human. Fintech can be heavy, but at the end of the day, we're helping real people solve real problems. Empathy should be your creative north star.

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Helen Owen

VP Marketing

BR—DGE

A proud ‘payments geek’, Helen Owen is a well-known voice in fintech marketing with nearly 20 years of experience in the sector across startups and global B2B brands. Now VP of Marketing at payment orchestration company BR-DGE, she’s driving rapid growth through her passion for both marketing and fintech.

Helen has worked in-house, agency-side, and as a consultant, and holds Chartered PR Practitioner status and Fellowship with the Chartered Institute of Marketing. Beyond her day job, she’s a committed mentor and advocate for DEI, serving on the Advisory Board of The Fintech Marketing Hub and as a Country Ambassador for EWPN. She’s also a regular speaker at top industry events.

"Getting close to the sales process and your business’ product, as well as understanding how it all sits in the wider industry, is the key to success."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

The pandemic pushed marketers (and businesses in general) to think differently. We weren’t able to meet in person, so sales and marketing teams had to work closely to cut through in the digital space to engage stakeholders. Often, this was done with severely cut budgets and fewer resources. When we returned to ‘normal’, many had digital fatigue, so marketers had to adapt once again. Even once this subsided, the rise of AI has caused some level of digital content overload. This has forced us to put more agility and experimentation into marketing – particularly in the more traditional B2B space – and that is a very good thing, especially in Fintech where the landscape is always evolving.

Differentiation, quality over quantity, understanding your audience and being in the right place at the right time, are now crucial for fintech marketers. This is why we’ve seen a drive away from traditional lead generation, towards demand creation, which in my view is a much more fruitful (and interesting) way to work for a lot of businesses, particularly in the highly competitive B2B fintech market, where long sales cycles are prevalent.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

Whether you’re in B2B or a B2C fintech, trust is absolutely vital. Ultimately, whatever your business model, it’s still about people buying from people. Engendering and maintaining trust is critical, because without it you don’t have a sustainable business. That’s why having solid and authentic brand messaging, product positioning and defined differentiators is so important. They need to underpin and run through everything you do as an organisation. Being consistent, persistent and owning your space is what cuts through the noise and makes sure your potential buyers and customers know what they can count on you for.

As we navigate 2025, what are your top marketing priorities?

I've never been a fan of pure digital acquisition, as it often doesn't work for the kind of businesses I've worked for – B2B, with high value contracts and very long sales cycles. Obviously, it is still very effective for many types of fintech, but perhaps not alone, given the changing nature of buying relationships and digital content noise.

Making a complete switch to demand generation is our focus for this year, using a holistic, cross-channel approach to campaigns and brand building. To be effective, this has to be built on a continually deepened knowledge of our ICP and the challenges they are dealing with. This demands constant learning and agility in our sales and marketing approach and it will also involve some experimentation – more than just A/B testing. I think that mixing 'tried and tested' with a good dose of 'try it and see' is always a good approach and enables us to learn and refine marketing performance as we go. Being too rigid in our approach is an absolute no-go.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

I firmly believe that hyper-personalisation is the way forward. Lots of companies are already embracing some level of ABM and leveraging data to tailor their marketing approach and overall products and service models.

From a marketing perspective, I've always been an advocate of being 'solution-led' or 'benefit-led' in how firms approach marketing. Buyers don't care as much about what your product or service does as they do about how it can solve their challenges and make their lives and businesses better.

Personalisation should be about delivering engagement strategies that build on this customer understanding at the deepest possible level. It's not always easy to do, especially in an earlier stage business, but it's an iterative journey. Consumers now expect hyper personalisation, so whether you're in a B2B or B2C fintech, this expected standard is now table stakes for buyer relationships.

Your advice to aspiring fintech marketers in 2025?

Several things...firstly, you have to commit to constant learning. I've been in marketing for over 25 years and I'm still learning new things all the time – from peers, from people in my team, from other functions, and from other industries – there are sources of lessons and inspiration everywhere, you have to make use of them.

Secondly, you have to learn how to plan, execute, measure and adapt in a way that makes sense for your individual business. Getting close to the sales process and your business' product, as well as understanding how it all sits in the wider industry, is the key to success. The better your knowledge, the better you can understand what approach you need to take, what metrics are important and what you need to do to make an impact in your role.

Beyond all this, don't be afraid to fail. The only real failure is a failure to learn from mistakes and from what hasn't worked. Every time something doesn't go to plan, take the time to understand why and make that knowledge work in your favour.

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Idan Gol
VP Marketing

MESH

Idan Gol is a seasoned marketing leader with a proven track record in growth, positioning, and go-to-market strategy. With over a decade of experience building and scaling marketing functions, he has led high-performing teams at companies like Wix and 888, driving measurable impact across B2B and B2C environments. Currently, Idan serves as VP Marketing at Mesh Payments, where he is helping redefine how modern businesses manage travel & expenses.

"In fintech, where products can feel similar and the space is increasingly crowded, the marketers who stand out are the ones who dare to be different."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

With the rise of AI, there's now more content being created than ever - which also means there's more noise than ever. In this environment, brand awareness has become even more critical. Companies that can't clearly communicate who they are and why they matter get lost in the noise, no matter how targeted their campaigns are.

After COVID, many fintech companies pursue growth at all costs, casting a wide net to capture as much demand as possible. But in recent years, that approach has shifted. One of the biggest changes for me has been moving from a broad, volume-driven strategy to a focused, account-based one. Today, it's about identifying the right accounts, creating laser-focused messaging, and using AI to deliver tailored, high-quality content that actually cuts through.

It's no longer just about creating more - it's about creating with intention, backed by a strong, differentiated brand.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

In fintech, trust isn't a nice-to-have - it's the foundation. Especially in a space shaped by regulation and consumer skepticism, brand authenticity is no longer separate from performance; it's what fuels it.

Balancing the two means leading with clarity and honesty in both message and intent. Performance-driven marketing can still be data-informed and ROI-focused, but it has to be rooted in a brand story that feels real, consistent, and customer-centric. We make sure every campaign - whether brand or demand reinforces our core values. That means no overpromising, no jargon, and a focus on real customer outcomes. It's about creating trust at every touchpoint, from the first as someone sees to the moment they become a champion. In a competitive space, authenticity is the long game - and it pays off.

As we navigate 2025, what are your top marketing priorities?

Our biggest shift is placing more emphasis on brand over pure performance. In a noisy, competitive fintech landscape, a strong brand isn't just about awareness - it's about building trust, differentiation, and long-term growth.

We're also moving away from broad digital acquisition and focusing more on meaningful engagement through ABM and strategic campaigns. It's not about reaching everyone - it's about reaching the right people, with the right message, at the right time.

Omnichannel, personalized experiences - backed by data and powered by a clear narrative - are where we're doubling down. We're experimenting more boldly, but always with intention: to build a brand that connects and a pipeline that converts.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

I actually believe AI will be an enabler that enhances other strategies. Its real impact will come from how we use it to drive hyper-personalization at scale.

Fintech buyers expect relevance and speed, and AI allows us to deliver tailored content, messaging, and experiences across the entire journey. But as more brands adopt similar tools, what will differentiate us is how well that personalization ties back to a strong, authentic brand narrative.

Your advice to aspiring fintech marketers in 2025?

Don't just optimize - create. In fintech, where products can feel similar and the space is increasingly crowded, the marketers who stand out are the ones who dare to be different.

Creativity is no longer a nice-to-have - it's a strategic advantage. Rising marketing leaders need to think beyond channels and metrics and focus on crafting narratives, experiences, and ideas that truly cut through the noise. The ability to connect with people in a way that feels fresh, human, and memorable is what builds real traction.

Yes, you need to understand data, AI, and automation - but what will set you apart is your ability to make people stop, think, and feel something. That's what drives impact in this space and what will define the next generation of fintech marketing leaders.

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James McCaffrey
Head of PR

TotallyMoney

James McCaffrey is Head of PR at TotallyMoney — a leading personal finance app that is putting its six million people in control of their open banking and credit report data. The mission of the business is to help the UK's 23 million under-served adults achieve their financial goals — and James supports this by reaching the readers of the mainstream media through his research into money and finance.

He has also been recognised by Headline Money, who twice nominated him as PR Professional of the Year in both 2024 and 2025.

"While AI will make it easier to digest information and speed up processes, you can only excel and be truly creative if you become an expert in what you do."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

As people's time and attention become even more valuable, big tech firms and multimedia news providers are doubling down on engagement.

This is providing businesses with huge opportunities to reach new customers, whether it be through social media, the news, or content. It also means firms need to be quicker than ever to react to current affairs, breaking stories and trends, so they can stay relevant. And this is key to our PR strategy at TotallyMoney.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

TotallyMoney has a genuine focus on making a positive impact on the financial lives of our customers — and this lives through everything we do. From product and design to marketing, making it easy to stay authentic, and true to ourselves.

As we navigate 2025, what are your top marketing priorities?

With more firms following each other down the same route, copying the same best practices, looking in the same places for exploration and research, and turning to AI for all the answers, there will be great opportunity for teams who are creative.

Testing new and different ways of doing things will be key to outsmarting your competitors and standing out to customers.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

Fintech marketers need to cut back on the buzzwords, jargon and jumping on the next ‘big thing’, and instead speak to people how people speak to people.

This will help to improve transparency, which will in turn build trust, and help fintech go mainstream.

Your advice to aspiring fintech marketers in 2025?

Anybody looking to make an impact in fintech needs to really understand the problem they’re trying to solve. They need to know the people they’re helping, and how the solution works. They'll also need to understand the competitor landscape, and not just from a marketing point of view, but also a product one. They will need to look elsewhere in other industries, and at the world around them for inspiration.

And while AI will make it easier to digest information and speed up processes, you can only excel and be truly creative if you become an expert in what you do.

Running also helps.

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Jennifer Marshall

Marketing Manager

VGS

Jenn Marshall is an experiential marketing leader in fintech, known for launching products, building teams, and creating standout brand moments. She joined the industry in 2020 at Quavo and now drives brand and event marketing at VGS, earning multiple award nominations, keynote opportunities, and media features in 2024. Her work directly supports revenue growth and cross-functional success.

A 2023 Money20/20 Rise Up cohort member, Jenn champions women in fintech through award nominations and mentorship. She also co-organizes the Fintech & Friends Fantasy Football Charity League. A Colby College graduate, Jenn lives in Ann Arbor with her husband and two dogs, and enjoys golf and military history in her downtime.

"Be authentic. Don't let the latest tech trends redefine your voice or your value."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

The most significant shift I've seen in fintech marketing since 2020 is the return—and reinvention—of in-person event marketing.

During the pandemic, we saw a surge in digital formats: webinars, virtual trade shows, and remote experiences. But as soon as restrictions lifted, the appetite for real, human connection came back strong. Even before the return-to-office movement, there was a clear return to in-person events.

Today, marketing teams are more intentional than ever about why they show up at events and what success looks like. Over the past two years, I've noticed a shift away from traditional booth sponsorships—and I think that reflects deeper trends in fintech. Booths tend to thrive under certain market conditions:

- A rise in early-stage startups – Booths are ideal for building brand recognition and sparking new relationships.
- A wave of new talent is entering the industry. Especially on the revenue side, events have become a critical channel for onboarding, networking, and lead generation.
- Emerging or evolving product categories – Whether you're launching a new offering or operating in an evolving space (like BaaS five years ago), show floor activations play a key role in education and category awareness.

The very nature of fintech today has led to a major rise in personalized, curated event marketing experiences, and many brands are shifting budgets from booth sponsorships to these more intimate, high-value engagements. Whether it's private executive dinners, invite-only lounges, or offsite experiences designed around peer-to-peer learning, fintech marketers are prioritizing quality over quantity. These curated touchpoints allow for deeper conversations, stronger relationship-building, and better alignment with the brand's value proposition.

The role of events has matured. It's not just about showing up—it's about showing up intentionally. I think fintech marketers are adapting to this by

embracing a smarter event strategy that focuses more on tailored experiences and meaningful engagement than broad exposure.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

Regardless of whether regulatory requirements are loosened or phased out, it's important to uphold strict regulatory language when creating fintech content. When other brands might be taking a more lax approach to risk and security, it's a great time for fintech marketers to leverage trust and transparency to differentiate themselves and their brands from competitors.

As we navigate 2025, what are your top marketing priorities?

Bold experimentation! I am embracing new media formats and sponsorship opportunities in 2025. Experiential marketing is an area that I think is so incredibly undervalued and overlooked but which manifests itself in so many ways, through social media, events, influencer relationships, digital content, and much more. Creating content that audiences experience and engage with or content that is created by audience experience and engagement - that is where my focus will be in 2025.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

I have to pick just *one*?! I'm torn between hyper-personalization and DeFi communities. Hyper-personalization is a two-way street. On one hand, personalizing offerings and support is extremely important, on the other hand, brands communicating to their consumers in a more personable way with more raw authenticity will be a big trend in the next era of fintech marketing. One we're already seeing today.

Your advice to aspiring fintech marketers in 2025?

Be authentic. Don't let the latest tech trends redefine your voice or your value. It's easy to feel the pressure to suddenly become an "AI expert" or latch onto whatever's trending—but real expertise takes time, not hype. Showcase what you actually do well, and be transparent about what you're still mastering.

There's nothing more uncomfortable than watching seasoned marketers fumble through AI content that reveals more inexperience than insight. Every wave of innovation brings with it a renewed appreciation for authenticity and depth.

Be the kind of expert that emerging tech can't replace—not just another voice lost in the noise.

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Jonathan Mildenhall
CMO

ROCKET Mortgage

Jonathan Mildenhall, CMO of Rocket Mortgage, redefined fintech marketing in 2024 with the groundbreaking "Own the Dream" campaign. Leading Rocket's brand unification, he introduced a new logo and turned a Super Bowl ad into a powerful, live cultural moment.

The campaign reimagined John Denver's "Take Me Home, Country Roads" to celebrate everyday Americans and their connection to home—culminating in a 65,000-person singalong at Caesars Superdome. By blending brand, emotion, and real-time engagement, Mildenhall set a new standard for marketing in the financial space and solidified Rocket as a trusted voice in the American Dream.

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Katarina Nordin

Head of Marketing & RevOps

adyen

Katarina Nordin is SVP of Marketing at Adyen and the only woman in the company's global Commercial Organization. Reporting to the CCO, she leads a 180+ person global team across Marketing, Revenue Operations, and PR.
Over the past three years, Kat has transformed Adyen's marketing into a data-driven, strategic growth engine. She shifted the function from sales-led support to owning global marketing strategy, reinvigorated the brand, and professionalized revenue operations to improve forecasting. A respected leader, Kat has built a high-performing team that has scaled efficiently with Adyen's 20%+ annual growth, attracting senior talent inspired by her leadership. Beyond her remit, she contributes to company culture, mentors women across the industry, and is a regular speaker at fintech events.

"Brand is not a channel: brand needs to be in everything that you do."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

We take a principles-based approach, looking at what is actually changing for our target audience and if that has an impact that's strategic (e.g. needs are different, behavior changes as a result) or tactical (we are getting more or less traction in X, we adjust) and finally operational (AI as a driver of productivity).

Generally, there's an industry overreliance on 'playbooks' in B2B marketing that obscures the true nature of the challenge ahead and actual opportunities - my advice is to ignore the playbook and look at the problems fresh.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

Brand is not a channel: brand needs to be in everything that you do. Our brand strategy is shaped by the fact that we have a complex value prop and that there's an education threshold prospects have to overcome in order to see the full value: therefore across all marketing an 'education to drive value' lens is critical.

As we navigate 2025, what are your top marketing priorities?

- Setting a higher bar for differentiation.
- Being more focused on the hard value we provide during more pressured economic times.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

I'm interested in what the AI agent space will bring, especially for buyer behavior. There's a lot of speculation and it's a space to watch.

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Laura Watkins

Media & Marketing Director

11FS

Laura is Director of Media and Marketing at 11:FS, leading both the department and its content-led marketing strategies, to continue to grow the brand and the business lines within it, globally. An experienced content creator and leader with over 7 years experience in fintech marketing and brand and community engagement, Laura's worked with some of the biggest brands and names in the industry across all formats, with over 1,000 pieces of content and millions of engagements.

As well as spearheading the production of the Fintech Insider podcast, she has also begun hosting episodes too, leading discussions on everything from product marketing to IPOs.

" [In the AI era] Humans are still needed, but in the editor role, in the QA role, in the brand guardian role to ensure that content is still truly authentic and true to your brand's identity."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

At 11:FS we have always been content marketing focused from the very beginning. However, when budgets were cut and everyone was forced inside during lockdowns, where meet-ups, face-to-face sales meetings, and big splashy OOH marketing wasn't an option, the biggest shift is that everyone else also started doubling down on content too.

Brands started turning more to thought leadership and creative organic content, and not only that but becoming super focused on the data and the results of their campaigns and the insights that could be gained from it. Gone were the days of big brand awareness campaigns with little focus on immediate ROI, everyone is looking for validation and clear ROI.

Likewise, with more creative organic content there has been a rise in user-generated content and "influencer" content. While that stays on the right side of appropriate advice, all of this is great for the industry as a whole, and for us, it just means greater competition in the space! As a result, we are doubling down on what we know works while also experimenting with new formats and channels, - of course, keeping a close watch on the data - while also maintaining our threshold of good quality content that our audiences have come to expect from our brand.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

I think when you have an established brand identity in the market, brand authenticity is so important and maintaining your identity, tone of voice and core messaging is crucial. If your brand and identity helped you stand out in the first place, you have to maintain that over time, else you'll either lose your edge and blend in with everyone else or worse you'll disenfranchise your core market.

Therefore for me, maintaining your brand identity is not an either/or that needs to be kept in balance with your performance-driven marketing, all your marketing should be authentic to your brand.

As we navigate 2025, what are your top marketing priorities?

This year, we are focusing on doubling down on our brand identity and pairing that with a concentrated strategy focusing on improving the messaging for our various business lines under the brand umbrella. We are focusing on optimizing the biggest tools in our arsenal that are often overlooked: website, SEO and top of funnel outreach, and combining this with what 11:FS is well known for, which is big community events bringing the industry together; and insightful thought leadership on the Fintech Insider podcast and our video content.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

There's no escaping AI at the moment, and that trend will only continue. I think it is not going to go away but I also think it's important to remember that AI is a tool, and like any tool, it matters how you use it, not just that you use it. By which I mean, I think the hype cycle will die out and it'll be a given that every organisation is using AI in some way. It will stop being a marketing buzzword and more the background tech powering everything.

However, I think the competitive edge will be to use AI in the right way - to help sift data, to make your marketing hyper-personalised, and to suggest creative ideas, but crucially not be the originator, creator and editor of your marketing without any human input. Humans are still needed, but in the editor role, in the QA role, in the brand guardian role to ensure that content is still truly authentic and true to your brand's identity.

And this will not change for a long time, we're still in the uncanny valley when we know when something has been AI generated. Only humans can properly talk to humans, and that isn't going away for the foreseeable.

Your advice to aspiring fintech marketers in 2025?

Never sit still, never settle.

Always be evaluating what is and isn't working. Double down on what works, but also don't be afraid to keep a little bit of energy/creativity and resource back for experimentation.

I always encourage my team to look for the 1% improvements - what tiny tweaks can we make to everything we do the second, third, fourth time we do it to just make it that tiny bit better every time?

And in terms of marketing messaging and purpose, always look at the "so what?" (why are you doing something, and what do you want your ideal audience to do with the information?) and then when you've evaluated the impact, look at what comes next.

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Lauren Berkemeyer

CMO

yu life

Lauren Berkemeyer, Chief Marketing Officer at YuLife, is a visionary leader who has steered YuLife into Deloitte's top 10 fastest-growing UK tech firms, showcasing her prowess in leveraging technology to transform the insurance sector. A champion of purpose-driven marketing, she expertly combines creativity, data, and innovation to disrupt traditional industries and redefine employee benefits as proactive tools for a healthier, more productive workforce. With over 20 years of experience at global corporations and startups — including The Wall Street Journal and LifeWorks — Lauren has significantly expanded YuLife's global reach. Under her leadership, the company uses gamification and behavioural science to enhance employee engagement, productivity, and health outcomes, establishing YuLife as a major player in the future of work and wellbeing.

"The next era of fintech marketing will be defined by community-powered personalisation—where AI is guided by empathy, not just data."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

The most significant shift in fintech marketing since 2020 has been the move from noise to nuance. In a world saturated with digital content, the brands cutting through are those delivering meaningful, relevant, human experiences. We've moved away from transactional messaging and towards community-led storytelling; from generic automation to personalised journeys built on real insight. At YuLife, we leaned into that evolution by creating a marketing ecosystem rooted in behaviour change, but always anchored in clear business impact. We stopped chasing clicks and started focusing on value — inviting our customers to become not just advocates, but storytellers and strategists.

Trust and transparency are more critical than ever in fintech, especially amid regulatory changes and growing consumer scepticism. How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

In a highly regulated and competitive space like fintech, authenticity isn't a differentiator — it's a requirement. Balancing performance with transparency starts with recognising that trust is the ultimate currency. At YuLife, our brand is built on values that go far beyond mission statements. They guide everything we do: build the world you want to live in, give more than you take, seek the win-win. That doesn't mean we ignore performance. We measure relentlessly, optimise continuously — but never at the expense of integrity. When we committed to SEO, for example, it wasn't about gaming the algorithm. It was about creating useful, relevant content that met people where they were. Long-term performance only comes when people believe in your message. And you can't fake that

As we navigate 2025, what are your top marketing priorities?

As we head into 2025, my priority is creating experiences that truly move people — across every single touchpoint. That means continuing to build a brand that feels more like a movement than a marketing machine and weaving together digital, in-person, and partner-led moments in a way that feels seamless, personal, and unexpected. We're also doubling down on storytelling — not the polished, overly produced kind, but honest, human stories that begin with a real need or breakthrough. Whether it's an HR leader describing how YuLife transformed their well-being strategy or a prison officer sharing how our platform helped them return to work—these are the moments that shape how people see us. That's the kind of brand I want to build.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

The next era of fintech marketing will be defined by community-powered personalisation — where AI is guided by empathy, not just data. We're already seeing this emerge in decentralised finance communities and in tools that help us understand intent and behaviour at a deeper level. But the real differentiation won't come from who uses AI the most — it will come from who uses it with the most care. At YuLife, we don't treat AI as a shortcut. Our team uses it to scale ideas, not replace them. We bring human insight, emotional intelligence, and real audience understanding to every prompt. Because the most powerful tools still need to be pointed in the right direction — and that direction starts with purpose.

Your advice to aspiring fintech marketers in 2025?

For anyone stepping into fintech marketing today, my advice is simple: don't strive to be the loudest — strive to be the most meaningful. This is a space that rewards curiosity, courage, and a deep connection to both your market and your mission. You don't need to have all the answers. What matters most is a willingness to experiment, to listen, and to build alongside others.

Surround yourself with people who challenge your thinking and expand your perspective. Stay grounded in your values, and let purpose be your compass. This industry is still being written—and there's so much space for thoughtful, brave leaders to help shape what comes next.

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Mansi Chopra
CMO

Finmo

Mansi is a seasoned fintech marketing leader with 14+ years of global experience and is currently CMO at Finmo, a global treasury platform for cross-border payments and liquidity optimization. Previously, she led marketing at Alipay+ (Ant International), Thunes, and Nium, driving GTM, demand gen, and brand.

An active fintech voice, she's served on the Singapore FinTech Association's Women in Fintech Subcommittee and judged the Marketing Excellence Awards.

"My priorities in 2025 are rooted in driving meaningful growth, building credibility, and delivering long-term value across the entire customer journey."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

Fintech marketing has transformed dramatically since 2020. Here are the 4 most significant shifts I've seen and how I've adapted to stay ahead:

The rise of account-based marketing (ABM) and trust-led growth: Fintech marketing has moved beyond high-volume, "spray and pray" tactics toward hyper-focused, trust-centric engagement. In an increasingly crowded market, deep relationships with a defined set of accounts are what drive meaningful growth. I've leaned into strategies that blend data-driven personalization with narrative-led engagement, curated experiences, and trust signals like social proof, customer advocacy, and strategic partnerships. With ABM, precision and relevance are the new currency.

The growing recognition of brand as a growth engine: More fintech companies now recognize that brand building is not a luxury but a powerful growth multiplier. A strong brand creates pull, builds credibility, and lowers customer acquisition costs over time. In this space, credibility and trust are essential, and they cannot be established through performance marketing alone. That is why brand building has become one of the most critical drivers of long-term growth. I have shifted my approach to move beyond short-term performance and focus on building lasting brand equity through compelling storytelling, a distinctive visual identity, thought leadership, and category ownership. Today, brand and performance are not separate efforts; they work together to create sustained impact.

A deeper focus on customer retention and lifecycle value: Marketing is playing a more integrated role across the entire customer lifecycle, working closely with customer experience, success, and partner teams to deliver greater value beyond acquisition. The focus has shifted from just bringing in new customers to nurturing existing ones through meaningful engagement and consistent quality of service.

Partner marketing is becoming increasingly important, especially when it comes to creating joint value for end customers and driving higher volumes. In many cases, a significant portion of revenue comes from a company's top key accounts. This makes it essential to collaborate with those customers directly, helping them meet their goals while advancing your own. The focus is on creating long-term value and turning customers into loyal advocates.

AI as an enabler of speed, scale, and experimentation: AI has changed how we work. From copy and creative to campaign optimization and market research. It's not just automation; it's a force multiplier. I've integrated AI tools into key parts of the marketing workflow - from creative testing and content generation to performance optimization and early AI SDR pilots. This has improved efficiency and freed up time for more strategic, creative thinking.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

Fintech brands aren't just selling products, they're selling trust.

Of course, things like the number of licenses you hold, the pedigree of your founding team, social proof from customers and partners, and backing from credible investors help build that initial layer of credibility. But sustaining trust requires more than just optics. It needs consistency, clarity, and a customer-first mindset at every touchpoint.

It's really important for us to:

Start with clarity of positioning: A sharp, well-defined value proposition is the foundation. It keeps both brand and performance aligned, ensuring every campaign, whether focused on awareness or acquisition, reinforces what you stand for and why people should trust you.

Focus on helpfulness over hype: Customer centricity should sit at the heart of everything you do. The most effective marketing educates customers on how your solution addresses their real pain points. Content that informs and empowers builds trust and drives conversion, not by pushing, but by helping people make confident, informed decisions.

Build feedback loops into your storytelling: Let real customer experiences and product truths shape the narrative. This not only strengthens authenticity but helps avoid the trap of overpromising and under delivering.

Hold every channel to the same standard: Whether it's a slick brand video or a highly targeted performance ad, the tone, messaging, and intent should feel consistent. Authenticity isn't just what you say, it's how you show up, everywhere.

At the end of the day, trust compounds. And in fintech, it's your biggest differentiator.

As we navigate 2025, what are your top marketing priorities?

As the CMO of a Series A fintech startup, my priorities in 2025 are rooted in driving meaningful growth, building credibility, and delivering long-term value across the entire customer journey. Here's what's top of mind for me:

Building brand and credibility from the ground up: My top priority is to establish Finmo as the most trusted partner for global treasury innovation. We're reshaping how businesses manage payments, liquidity, and risk across borders, and that requires a brand that communicates trust, expertise, and relevance. From our visual identity to our thought leadership, we're being bold with formats and narratives because safe marketing rarely stands out in a noisy market.

Demand generation through focused, value-led ABM: We're moving beyond broad performance marketing to a more

intentional, account-based approach. That means identifying high-value accounts, deeply understanding their pain points, and crafting tailored experiences that create demand, not just capture it. Whether it's through digital channels, events, or partner ecosystems, we're showing up where it matters with value that resonates.

Driving tight alignment between brand, product, and sales: Marketing can't operate in a silo. We're building strong feedback loops across product, sales, and GTM to ensure messaging is grounded in what customers actually experience and what sales needs to win. That alignment is what turns positioning into performance.

Experimenting with AI across the marketing workflow: AI is embedded into how we operate, from creative testing and content generation to performance optimization and early pilots with AI-powered SDRs. It's helping us improve efficiency, accelerate decision-making, and free up time for the strategic and creative thinking that drives differentiation.

Full-funnel, lifecycle-driven marketing: We're not just focused on awareness, education, and selection. Inspired by the bowtie model for recurring revenue, we're investing in marketing that continues post-sale, supporting onboarding, product adoption, upsell, and advocacy. The goal is to create a continuous loop of value that drives both retention and expansion.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

I believe hyper-personalisation at scale will define the next era of fintech marketing. Here's why it matters and what's driving it.

AI-powered personalisation: As more fintechs target complex buyer journeys and niche audiences, generic messaging just doesn't cut it anymore. Customers have long expected marketing that speaks directly to their needs, context, and stage in the journey, and AI will be a huge enabler here. From predictive segmentation and dynamic content generation to real-time optimisation, there are tools to deliver 1:1 relevance at scale now. But the real differentiator will be how well we layer that tech with empathy, relevance, and strategic intent.

Context over clicks: It's no longer enough to reach the right person. You need to reach them in the right moment, with relevance that reflects their pain points, journey stage, and intent. That's where strategy meets precision.

Human insight is the multiplier: It's not just about automating touchpoints. It's about understanding context, anticipating needs, and creating relevance at every stage - from awareness to expansion. Technology alone isn't enough. The real value comes when AI is layered with human-centric thinking, messaging that builds trust, not just drives action.

The future belongs to fintech marketers who can combine AI-enabled precision with human-centric storytelling, and who know how to build trust, not just traffic.

Your advice to aspiring fintech marketers in 2025?

Rising fintech marketing leaders should stay curious, customer-obsessed, and adaptable. Think strategically but act decisively, embrace experimentation over perfection, and learn how to work with AI to scale impact. In a fast-evolving space, adaptability is your superpower.

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Molly McClure

Head of North America Marketing

intelliflo

Molly McClure is the driving force behind intelliflo's U.S. marketing transformation. Since 2022, she's built a high-performing team, launched the company's first omnichannel campaign, and delivered 25% YoY revenue growth — propelling intelliflo from unknown to a top-recognized brand in U.S. wealthtech.

Known for her collaborative style and farm-rooted work ethic, Molly's leadership has earned her industry awards and recognition, including a 2024 Top Female Business Leader honor. With nearly 20 years in financial services marketing, she continues to push boundaries and deliver standout results.

"Effective marketing starts with having a deeper understanding of your ideal customer profile than anyone else."

Trust and transparency are more critical than ever in fintech, especially amid regulatory changes and growing consumer scepticism. How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinized industry?

Trust is essential for any brand because people do not do business with those they do not like or trust. To make your marketing authentic, you must understand your target market better than anyone else. Speak their language and recognize what keeps them up at night. You don't understand something well enough if you can't explain something simply.

My team works diligently to achieve these goals and more. You are defined by the company you keep, so we align our brand with authentic third-party vendors like Future Proof. This group recognized the need for wealth management events to be bold, different, and better and took action to make that happen. Despite the doubts from others along the way, my team saw the potential of that event, and we have greatly benefited from being associated with it.

Thanks to these efforts and more, intelliflo became the leading US wealth management software brand regarding communication recall, showing a 13% year-over-year increase in the 2024 US Brand Tracker results. We also climbed from 12th to 2nd place in top-of-mind unprompted brand recall.

As we navigate 2025, what are your top marketing priorities?

Joining intelliflo has been an exhilarating career experience, largely due to the brand's bold identity. One of my favorite aspects of being part of this marketing organization is our commitment to embracing omnichannel engagement, strengthening our branding, and leading with bold experimentation.

We don't need to do much work in the US from a branding perspective because our brand already stands out. The vibrant intelliflo colors and our unique illustrations and designs have garnered feedback from third-party vendors affirming that we "stand out in the crowd."

In the US, we have proudly served as the testing ground for several major initiatives. For example, we tested the innovative wealth management event, Future Proof Festival, during its inaugural year in 2022. Since then, we've returned each year, continuously pushing boundaries and learning from past experiences. My team also launched intelliflo's first-ever omnichannel campaign, utilizing 15 different channels and developing hundreds of unique assets. This campaign drove significant growth in qualified leads, pipeline, and closed-won revenue. We are also experimenting with Reddit for the first time this year, based on data analysis and research.

Moving forward, my team's top priorities are to leverage the data we've gathered over the last couple of years, drive excellence, optimize our strategies where necessary, and continue to align the intelliflo brand with the right audiences and platforms. We will also continue to be a strong partner of the business by ensuring that every action we take meets or exceeds SaaS benchmarks for conversion rates across the entire funnel.

Your advice to aspiring fintech marketers in 2025?

In the dynamic world of fintech marketing, we have this extraordinary opportunity to transform how people interact with financial services. I've always believed that true transformation isn't about transactions but human connection. When we approach our work with authenticity and empathy, we create narratives that don't just inform but inspire. The most effective leaders balance the analytical with the intuitive, what I call emotive leadership. This approach asks us to trust each other, share views openly, and then back up our instincts with facts, creating marketing that doesn't just reach people but moves them.

The future belongs to those who can unite teams around an elevated mission while embracing powerful tools that amplify our creativity. AI is revolutionizing how we work as marketers, helping us work smarter by brainstorming concepts, guiding strategies, and dramatically cutting down execution time. This technology handles repetitive tasks so we can focus on what humans do best: connecting, creating, and inspiring. By cultivating both technical expertise and emotional intelligence, we create fintech marketing that doesn't just drive growth but transforms lives. Remember, people don't remember what you say; they remember how you made them feel. Let's make them feel understood, empowered, and inspired.

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Nadia Benaissa

Head of Marketing

paymentology

Nadia Benaissa is Global Head of Marketing at Paymentology, leading the company's global expansion across EMEA, APAC, and LATAM. With over 20 years of experience in payments, banking, and fintech, she specializes in building and scaling brands using agile, AI-driven strategies and a strong business lens.

Previously CMO at Fidor and Marketing Director at BPC, Nadia also spent nearly a decade at CR2, shaping marketing across emerging markets. A board member of the MENA Fintech Association, she champions sustainability, fintech marketing, and community growth, while mentoring startups and future marketing leaders.

"Our most powerful results come when orchestration is in alignment: a media release, a timely report or insight paper, an event that deals with the same topic, and coordinated GTM campaigns that return to the message over time. "

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

Fintech marketing has been totally transformed since 2020. In my view, there have been four principal catalysts driving the change:

- **A shift from volume to value:** Too salesy and too much content has bombarded the marketplace, and thus there has been a clear cry for higher quality, more personal engagement. Today's consumers demand relevance, not repetition.
- **A new focus on first-party data:** With evolving data privacy regulations, the responsibility falls on creating direct relationships with your audience. That is creating genuinely engaging content that demands attention and gets people to share their data voluntarily. It's value and trust exchange.
- **The human element in a technology-driven world:** As fintech continues to become increasingly technology-driven, humanising your brand has become paramount. Building real relationships, showing up genuinely in communities, and linking with culture - through sport, social causes, or values - has become the difference-maker.
- **The dawn (and risk) of AI:** AI has created phenomenal opportunity for efficiency and customisation. It is transforming everything from content production to targeting. But as AI is being introduced into all marketing tools, there is also the very real risk of everyone sounding similar. To stand out, experimentation and flexibility are key. You need to try things out, learn from them, and stay flexible as the pace of change accelerates.

In adapting, I have focused on combining technology with creativity - using data and AI to sharpen our insights, while doubling down on storytelling, community-building, and brand authenticity. Flexibility and curiosity have become the most important traits for any fintech marketer today.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

Trust is the number one currency in fintech! We are dealing with services that touch the most personal and essential parts of people's lives - their money, payments, and everyday transactions. In such a sensitive space, marketing must go beyond performance metrics; it must build genuine confidence.

It starts with balancing performance and authenticity by answering one simple but essential question for every potential customer - what's in it for me? Whether your audience is consumers or businesses, it is a question of showing real value first. Why should they aboard? What are the tangible benefits they gain? And most importantly, conveying that message with simplicity and sincerity - no jargon, no small print.

To stay true to our brand, we focus on sincere communication backed by product substance. We monitor sentiment, data, adoption rates, and referrals closely, not just for performance but to gauge if our message is resonating authentically. And we never overlook the power of asking our core market simply - is one of the greatest tools we possess.

As we navigate 2025, what are your top marketing priorities?

One of the most common tensions we feel is the feeling that brand-led content don't translate directly into sales! Sales teams often want immediate, direct-response messaging, and we understand why. But we have always been able to prove that when done right, a 360° marketing and GTM approach runs so much deeper. Our most powerful results come when orchestration is in alignment: a media release, a timely report or insight paper, an event that deals with the same topic, and coordinated GTM campaigns that return to the message over time.

That's where the magic happens - when all of that is working together in concert! We get to learn from successful fintechs that have built community around values that they embody, with lifestyle-aligned products for travelers, traders, digital-first corporates, and more. Their authenticity and boldness have allowed them to build trust even over incumbent financial brands and this is where my efforts are focused: building authentic valuable messaging in a logical suite of initiatives, with discipline, measuring their success and doing it again and again.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

All our marketing tools that we employ on a day-to-day basis are significantly upping the game with data intent, AI messaging personalisation and info and data sourcing. I believe the future is about comprehending behaviour as it happens - the immediacy will be the new game - viewing signals of interest or intent in real-time, and responding with relevance across all channels. As technology speeds up and data privacy intensifies, having the ability to monetise owned data both smartly and ethically will be a pure differentiator. It will allow fintech brands not only to be more personalised but also more context-sensitive - engaging with customers at the best time, in ways that will genuinely feel helpful to them and not invasive.

Your advice to aspiring fintech marketers in 2025?

My advice to new marketing leaders is to stay experimental and adaptive. Don't get comfortable - keep refining what truly works for your organisation, but never at the expense of the highest standards of brand integrity.

Marketers who use AI wisely while staying true to creativity, brand authenticity, and human connection will be the ones who make a lasting impact.

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Natalie O’Donnell
GTM Head of Payments
Swift

Natalie O'Donnell is a seasoned fintech marketing leader with over 26 years of experience driving innovation in payments and financial services. Currently at Swift, she has played a pivotal role in launching and scaling global payment solutions across markets including North America, EMEA, LATAM, and APAC. From introducing DCC on the Vegas Strip to relaunching Barclaycard SmartPay in the UK, Natalie’s strategic impact spans major players like J.P. Morgan, Barclays, PrimeRevenue, and BlueFin Payments. Known for her ability to simplify complexity and deliver growth, Natalie has led go-to-market and product strategies across sectors such as compliance, healthcare, retail, and enterprise tech. A strong advocate for women in fintech, she actively mentors emerging leaders and shares her expertise as a speaker and thought leader. Her work continues to shape the future of fintech with purpose, clarity, and a passion for lifting others.

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Natalie Williams

Marketing Director

Airwallex

Natalie Williams leads marketing across EMEA for global fintech, Airwallex. In her current role, Natalie heads up a team that focuses on brand, demand generation, acquisition, and retention to accelerate the growth of Airwallex across the EMEA region.

Before joining Airwallex in 2022, Natalie led marketing and growth at startups and scaleups across both B2B and B2C in various industries, including consumer audio, revenue-based funding and autonomous vehicle technologies, having started her career at retailer GAP and Xerox. Passionate about tech startups, Natalie supports small businesses and mentors talent across sales and marketing in her spare time.

"To make an impact, marketers must have an open mindset to take ownership, be inquisitive, and embrace change proactively, rather than just being ready to react to change."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

Post-covid, two of the most significant - and obvious - shifts have been:

1- Reinvigorated channel mix
With the world moving back to offline as well as online, a more diversified channel mix for brand building and acquisition for many businesses has been re-established.

2- Change in the role of content
Content is the core of most marketing. Whether it be always-on, campaigns, paid, or organic, content continues to play a pivotal role. However, there'll be a renewed focus on the format and variety of content that businesses create in the coming months and years as the way in which content is discovered and served changes.

Content is one of the areas of marketing which has already been impacted the most by AI with many new tools coming to market and now being adopted by content and marketing teams across industries.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

As all marketers know, driving commercial impact and customer growth is, of course, vital in any industry, especially scaling fintech. However, building a brand remains crucial for long-term value and equity. Achieving a balance between acquiring the right customers and growing the brand is easier when the right measurement, research, attribution, communication, and alignment with teams and executives are in place.

As we navigate 2025, what are your top marketing priorities?

Our partnership with McLaren Racing remains key for Airwallex in EMEA and globally. The multiyear partnership with McLaren Racing gives us a platform to drive engagement among F1 fans, benefit from the brand outside of our sector, and be bold in our campaigns and activations. The brand partnership gives Airwallex an opportunity to explore the connection between sports, technology, lifecycle, culture, and arts. Recent collaboration with Sky, utilising content from our McLaren Racing partnership, means we can reach new audiences around key sporting moments or digital/in-person activations.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

Although there are similarities across markets globally, many markets have strong regional nuances. For fast-growing companies, scaling and learning in new markets takes time, and those new markets are often big bets.

Marketing teams that use AI to go to market faster in those new markets can accelerate the learning curve and get to success faster. By using the right AI tools – like localising content or simulating campaigns with ICPs – businesses can find the capacity to build a global customer base while also scaling and executing hyper-regionally. For players already in key markets, using AI to improve testing, learning, and simulation of campaigns serves to drive better ROI.

Your advice to aspiring fintech marketers in 2025?

In the next few years, the channels that marketers use, and the tools used to implement and run campaigns, will continue to evolve. To make an impact, marketers must have an open mindset to take ownership, be inquisitive, and embrace change proactively, rather than just being ready to react to change. Test and try new tools before the competition, own your decisions, and continuously learn and adopt new technologies.

Don’t be afraid to zig when others in the industry zag. Experiment across different channels and markets, and change up the level of investment or budget. Remember, not all companies have well-known brands to rely on – brand building takes time – and not all brands have millions to spend on marketing but now have many new AI tools that can help to compete.

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Nicole Heringer

VP Brand & Communications

enfuce

Nicole Heringer is redefining bold B2B branding as VP of Brand and Comms at Enfuce. With experience spanning agencies and in-house roles, she has elevated Enfuce's brand, crafting high-impact narratives that set a new benchmark for fintech marketing and ESG thought leadership.

She created the award-winning Everyone Should Give a Damn campaign and produces In the Hot Seat, a groundbreaking podcast reaching listeners in 20+ countries. Nicole's fearless approach proves that B2B branding doesn't have to play it safe—it can be dynamic, emotional, and powerfully influential.

"We all need something memorable, designed with intent, and rooted in industry expertise."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

People's expectations of brands and of life have changed significantly since 2020. Even in B2B, people expect more from every interaction. Audiences want more than product feature descriptions and demand meaningful emotional connections.

At Enfuce, we've embraced this change fully. Our 2023 brand evolution wasn't just a new look. It was about crafting a brand experience that reflects who we are and what we stand for. We brought the Nordic mindset to life in a way that feels authentic and human. People don't remember the booth at a tradeshow that handed out pens, but they will remember homemade ice cream or snow falling in June.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

In a high-stakes, regulated industry, authenticity comes down to tone, timing and relevance. It's about having something valuable to say and delivering it in a way that resonates without compromising the facts. If you lack clarity and fact in this industry, the creative packaging loses its value.

As we navigate 2025, what are your top marketing priorities?

Our focus is on making every touchpoint count. We're not aiming to spam our audience with more of what everyone else is serving. We're aiming for a better and more exceptional brand experience that starts with understanding our audience beyond titles and roles. We ask what's motivating them, what's challenging them and how we can meet them with relevance and personality.

We're also investing in experiences and content that feel thoughtful and necessary. With shrinking attention spans, people want something that feels worth their time. As much as I love a great cappuccino, I want more than that when I visit a company at an event. We all need something memorable, designed with intent, and rooted in industry expertise.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

AI is already shaping B2B marketing and will continue to influence the next era, but in adifferent capacity than today. The real opportunity is using AI to enhance creativity and collaboration while maintaining humanity in the output. AI's next era will see a reduction of quick and dirty slop that smarter audiences can see from a mile away. The next era will be personal and more human than ever.

Already at Enfuce, we use AI across a variety of use cases and scenarios to increase execution capacity and even expedite creative development processes. This supports faster decision-making and opens up new ways of working and allows us to explore bolder creative faster and more cost effectively than ever before. The way marketers use AI is evolving month over month, and will dramatically shift how we deliver curated creativity to our audiences for years to come.

Your advice to aspiring fintech marketers in 2025?

There's often an assumption that B2B is boring and lacks the gloss of B2C, but we live in a world where people demand more from every brand, so there is room to own your creative bravery. Leverage your creativity on a strategic level because audiences embrace originality when it's built on credibility.

Lastly, in a complicated industry, be the one in the room who can translate complexity into something simple and compelling. That's a skill that will always set you apart.

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Nikki Paul

Head of Marketing

SteelEye

Nikki is a marketing leader with over 12 years focused on FinTech, across payments, banking and regtech. Nikki has led marketing teams at PPS, Openpay and Tandem Bank, and is currently Interim Global Head of Marketing at RegTech firm SteelEye. She is also part of the core team running Project Nemo, a not-for-profit working with industry partners to Accelerate Disability Inclusion within Fintech.

Earlier this year, Nikki was featured on the Innovate Finance Women in FinTech 2024 Powerlist and is a mentor for CIM and Santander Breakthrough Women Business Leaders.

"Be relentlessly curious. The fintech landscape changes monthly...Your edge will come from spotting patterns early and adapting fast."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

The biggest shift in fintech marketing has been the move from channel-led acquisition to full-funnel, value-driven growth, driven by AI, tighter regulations, and rising demand for credibility over noise.

At the same time, we've seen an unprecedented proliferation of content. Everyone has a voice, and the barrier to publishing is lower than ever. But more content hasn't meant better content. It's meant more noise, more sameness, and a greater challenge in earning real attention. The brands that win today are those that deliver distinctive, insight-rich, and emotionally resonant narratives, consistently and with purpose.

I've adapted by evolving marketing into a strategic, cross-functional growth driver, not just generating leads, but shaping market perception, informing product strategy, and deepening customer loyalty.

Key ways I've done this:

Differentiated storytelling: Moving from transactional content to value-led narratives that speak directly to customer pain points, opportunities, and aspirations, grounded in deep industry insight.

Precision over volume: Using AI and intent signals to drive relevance and timing, making our messages feel less like marketing, and more like trusted guidance.

Full lifecycle thinking: Building connected journeys across awareness, onboarding, and expansion, so marketing supports revenue growth long after the initial acquisition.

Collaborative growth: Embedding marketing with product, sales, & customer teams to create a unified growth engine, not separate functions working in parallel.

This shift has required a mindset change, from campaign execution to orchestrating strategic influence - grounded in insight, creativity, and measurable impact.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

It starts with alignment. Marketing, sales, product, compliance, and comms need to be tightly integrated, so that what we say matches what we do, and we balance building long-term credibility with driving short-term results.

We build authenticity into performance marketing by grounding everything in a core, customer-focused, brand narrative, one that speaks to pain points and delivers real customer value rather than purely chasing clicks. We build trust by being transparent about what we do, standing firm on our values, and humanising the brand. For example, I try to incorporate customer voices directly into our demand gen, using transparent case studies and peer-to-peer testimonials rather than just stats and product features.

I also measure brand integrity with as much rigour as pipeline generation, using sentiment analysis, trust scores, and retention signals to ensure growth isn't coming at the expense of credibility.

As we navigate 2025, what are your top marketing priorities?

For 2025, my top priorities are:

Brand as a growth asset: In an increasingly crowded market, distinctiveness is everything. I'm focused on building highly differentiated brand positioning rooted in value, not just features.

Customer intelligence at scale: We're doubling down on first-party data to fuel smarter segmentation, better customer experience, and meaningful engagement across channels.

Revenue-aligned marketing: Tight integration with sales and product ensures marketing delivers not just leads, but qualified, intent-rich opportunities. We're focusing on full-funnel marketing support from first touch through to in-progress pipeline and won deals to build long-term advocacy.

Community orchestration: We're investing in customer advocacy, partner marketing, and event-led engagement, building ecosystems, not just marketing channels.

AI with accountability: We're leaning into generative AI to deliver insights, scale content production and streamline processes, but ensuring rigorous editorial and ethical oversight to avoid inaccuracies, dilution or bias.

I also see a renewed focus on customer intimacy - rethinking feedback loops, UX collaboration, and advisory councils to keep our messaging rooted in reality.

Your advice to aspiring fintech marketers in 2025?

Be relentlessly curious. The fintech landscape changes monthly, from tech stacks to regulation and policy shifts to cultural movements. Your edge will come from spotting patterns early and adapting fast.

Master the intersection. Great fintech marketers understand regulation and revenue, narrative and numbers. Find fluency in both the creative and the technical and learn the language of different functions across the business.

Build for trust, not just traffic. In a world where AI can fake anything, authenticity is your differentiator. Be consistent, honest, and always customer-led.

Don't wait to lead. Influence doesn't come with a title. Start shaping conversations in your company, on LinkedIn, and in your community now.

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Raquel Soares

Head of Marketing

Edenred Payment Solutions

Born in Brazil, raised in Germany, Raquel Soares holds a Master's in Business Management from the University of Leeds. With over a decade of experience in tech marketing, she transitioned to fintech at Gocardless in 2019 before taking her current role as Head of Marketing at Edenred Payment Solutions (EPS) at the end of 2022.

Raquel has built the marketing function within EPS from the ground up, as well as leading the marketing strategy for the rebrand - taking the business from ‘PPS’ to ‘Edenred Payment Solutions’ - and launching the news at Money 2020 in 2023.

She is a champion for women's empowerment, and guides startups by helping them craft effective marketing strategies.

"I believe the next era of fintech marketing will still be defined by how well we execute the fundamentals."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

Since 2020, the most significant shift in fintech marketing has been the return to relationship-driven strategies; meeting clients and prospects in person to deeply understand their challenges and tailor solutions through meaningful discussions, insights, and product offerings. While AI has accelerated our ability to personalise and scale messaging, it’s the human connection that builds long-term trust. At the same time, growing pressure for efficiency has reshaped how we operate. We’re more intentional than ever with every campaign, every piece of content, and we know every pound spent must deliver value. Nothing is done for the sake of it; we aim for maximum impact with minimal waste. It’s about blending high tech with high touch.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinised industry?

Balancing performance with authenticity starts by working hand-in-hand with our compliance team to stay aligned with evolving regulations. The world is changing, and so is marketing, which means trust and transparency must be embedded from the start. Our focus remains on our clients and their end customers: we aim to inspire, showing what’s possible with our technology, while staying grounded in the realities of the industry. We help clients envision bold innovation, but in a responsible and safe way. That means avoiding hype, being honest about limitations, and highlighting the real challenges everyday people face. It’s this balance between aspiration and truth that builds long-term credibility.

As we navigate 2025, what are your top marketing priorities?

Our priority in 2025 is to stay grounded and focused on sustainable growth. Rather than chasing bold, attention-grabbing campaigns, we’re investing in steady, strategic brand building through thoughtful partnerships and small, test-and-learn iterations.

Every pound must work hard so our approach is highly intentional, and we prefer to scale what works rather than make unsustainable splashes. We've seen too many brands spend big on flashy campaigns only to vanish a year later. Our focus is on long-term relevance and impact, not short-term noise. Omnichannel engagement plays a role, but it's always rooted in purpose and effectiveness, not novelty.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

While emerging trends like AI and DeFi communities are exciting, I believe the next era of fintech marketing will still be defined by how well we execute the fundamentals. Understanding what people truly care about, solving real problems, and communicating in a clear, relevant way remains at the core.

Trends come and go, but delivering the right message at the right moment is what truly moves the needle. Technology should enhance, not replace, this foundation. The brands that win will be the ones who stay focused, grounded, and consistent while adapting with purpose.

Your advice to aspiring fintech marketers in 2025?

Don't wait to be invited into the conversation, show up with something to say. The best marketing leaders I know are the ones who treat curiosity as a superpower. They're constantly learning, asking questions, and pushing for better.

Also, get comfortable being uncomfortable. Creativity, experimentation, stepping outside of what's always worked, that's where the magic happens. And finally, be open to tech not just as a tool, but as a way to rethink how you work. If you can pair sharp insight with bold ideas and the right tools, you'll be unstoppable.

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Rosie Guest

CMO

APEX

Rosie has led and scaled the Marketing and Communications function at Apex Group Ltd for over a decade and as it has transitioned from a mid-sized fund administrator to a global financial services provider; with 13,000+ employees and over $3.4trn in assets serviced. She runs a centralized global team with a focus on innovation and integrating marketing as a strategic partner to the business. Rosie is passionate about driving diversity of thought and improving the gender balance in the financial services industry, founding the Group's Women's Accelerator Program in 2022 which has supported over 700 women globally in developing their careers. She's also a Chartered Marketer and a member of the Forbes Communications Council.

"We have so much information at our fingertips, the challenge marketers now have is turning that information into an output and doing it quickly."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

Most marketing budgets suffered dramatic cuts in 2020 and the clear shift as a result was a reallocation of spending away from big brand activities to bolster an ROI-centric digital approach, particularly in B2B. Marketers had to get more tactical as lockdowns took away the in-person ability of salespeople to connect one-on-one with clients, and our ability to leverage digital engagement elevated the function's visibility. Buyers have also become more discerning and their expectations of brands and how they communicate and connect are different. It's been an opportunity for marketers to really demonstrate their value to their respective businesses, and in tandem with that shift, the technology available to us has quickly evolved.

There is a huge opportunity with AI, but also a lot of room for error with it being so new. Marketers need to be strategic with how they apply AI within their functions. Within my team, we have adopted a blend of moving quickly to leverage the new tech available but implementing it with caution and using a scalable approach. We have looked for obvious areas to derive immediate value from AI to enhance efficiencies, improve accuracy, remove human error, reduce spend and speed up the delivery of the marketing function.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinized industry?

From an external perspective, the obvious one is to listen to your clients – we have a wealth of data points within the marketing function and it's our role to champion the voice of the customer within the business. Staying close to your customer is important, and not just through VoC programs, client surveys and NPS but through actually talking to your CRM and Sales teams. As transformative as data and tech have been for the marketing function, it's important not to lose that discussion and alignment element with those in the business who actually spend time with clients. Qualitative feedback alongside quantitative data is invaluable in shaping marketing messaging and strategy,

particularly from a brand perspective.

Internally, it's all about partnership. Marketing has got to stay close to compliance to support evolution in this new world of AI and enhanced regulation. We must invite compliance into the process rather than just accepting compliance sign-off as a tick box exercise - in doing so we add a layer of governance that is important in a complex and changing highly regulated environment.

As we navigate 2025, what are your top marketing priorities?

We have taken an assertive step towards bigger brand plays over the past 18 months through sports sponsorship. What's important with a big brand investment like that, is ensuring that the messaging aligns with your brand promise and makes sense to your target audience – it can't just be a badging exercise. Integrating that into a broader mix of marketing activities can take some time and aligning campaigns to maximise ROI continues to be part of our focus for the year.

In addition, as we move faster and faster with AI and tech innovation – we have a real focus in 2025 on doubling down on internal alignment and processes. Questions we are asking ourselves are – do these processes still make sense? Can we be more efficient? Where can we leverage AI as part of the process in a controlled way? How can we remove obstacles to speed up our go-to-market approach through cross-departmental partnerships? Are we properly aligned with other functions? One of the most important things for a marketing function is not to operate in a silo, you have to be able to adapt along with business needs and keep pace with other functions such as Product and Sales.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

AI is an obvious one, it's reshaping everything we do as marketers and changing the skillset requirements of our teams. I think the speed of change is only going to accelerate - that immediate response to a market trend, client need, macro challenge etc. is going to become an expectation; it's how marketers respond to that in a disciplined way that enables speed but maintains quality and compliance.

So, it's going to be about harnessing the power of these tools in a constructive way - AI gives us the ability to automatically switch up the content and tactics of an entire campaign based on the behaviour of a client, which is an exciting prospect but actually also presents immense challenges in terms of control and governance, and leaves both marketing and the broader business exposed to risks, and therefore we need to self-regulate as these tools remain in their infancy.

Your advice to aspiring fintech marketers in 2025?

Commerciality. You have to be able to speak the language of your stakeholders. As trends, tools, and client behaviours shift and change, one thing always remains key – and that is your ability to be able to effectively communicate the value of marketing to the business. Your personal brand, and the brand of the function itself, need to be marketed internally at the same time as you market the business' products and services externally.

We have so much information at our fingertips, the challenge marketers now have is turning that information into an output and doing it quickly. Technology is escalating the expectations around speed from marketing functions, so it's important to strike a balance and use these tools to our advantage but also push back where necessary to maintain quality in delivery.

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Shauna Biersay-Dunbar

VP Marketing, ex-Rocket, Happy Money, VISA & Western Union

Shauna is a growth marketing powerhouse with deep fintech expertise in lending, neobanking, and money movement. She's led high-performing teams and shaped strategies for Rocket Mortgage, Happy Money, Visa, Green Dot, and Western Union, driving growth through economic shifts. At Rocket Mortgage, she helped reposition the brand and optimize acquisition in a volatile market.

A Money20/20 RiseUp speaker and startup advisor, Shauna is known for crafting go-to-market strategies that fuel sustainable growth.

"Brand awareness alone won't win in fintech — splashy campaigns don't solve real problems. Your brand experience must match your brand promise, and that starts with CX."

What has been the most significant shift in marketing strategies and best practices in fintech over the past 5 years, and how have you adapted?

Fintech has been unrelenting over the past few years, and while the market is finally starting to thaw, the shift from "growth at all costs" to profitable growth has been undeniable. The best fintech brands are now laser-focused on 10x growth—but with sustainability and efficiency at the core.

Community-led growth is also evolving. It's no longer about going broad; it's about going deep with the customers who love you the most. The real question is: how do you make your best customers even better?

AI, for all its hype, only wins when it solves real problems. The most meaningful use cases I've seen aren't just about automation—they're about enhancing the customer experience, refining contact strategies, and rapidly iterating creative to identify winning narratives faster than ever before.

How do you balance performance-driven marketing with brand authenticity in such a competitive and highly scrutinized industry?

The brand experience has to match the brand promise. That's always been true, but we've seen too many brands overpromise and underdeliver, eroding trust—especially in high-stakes, low-frequency transactions like home lending or loan refinancing.

The most successful fintech brands operate not just within regulations but above them, using compliance as a competitive advantage rather than a box to check. When your product, brand, and customer experience align with your values, balancing performance with authenticity stops being a challenge—it becomes second nature.

A great example? Even as we fine-tune audience segmentation for performance marketing, fair lending practices should always guide how we target and communicate. Representation shouldn't be a checkbox — it should be embedded in the way we design our customer experience.

As we navigate 2025, what are your top marketing priorities?

Everything comes down to balance. My top priorities for 2025:

Short-term wins vs. long-term brand building – We know that strong brands lower CAC over time, but you can't afford to ignore immediate acquisition. The best marketers don't choose between the two—they master both.

Personalization without over-engineering – One size doesn't fit all, but hyper-segmentation can be just as problematic. The real magic happens when you strike the right balance between scalability and specificity.

Growing the behavior of your best customers – The future of fintech marketing isn't just about bringing in new users — through acquisition remains critical, getting them into the right first-use product is just as important as getting them in the door. It's about balancing acquisition with deeper engagement, ensuring every interaction moves customers closer to long-term value.

This means thoughtful risk-taking, ensuring new offerings resonate while minimizing friction. It requires smart product positioning, and aligning solutions with real customer behaviors rather than just chasing trends. And most importantly, it's about value-driven innovation — expanding offerings in a way that increases stickiness, drives incremental growth, and makes your product the obvious choice for their evolving financial needs.

Brands that go beyond the transactional and create meaningful value — through guarantees, pre-packaged protection for job loss, or flexible solutions — will win on both acquisition and retention.

Which emerging trend do you believe will define the next era of fintech marketing, and why?

All three will play a role, but the most underrated competitive advantage right now? DeFi communities.

AI-generated content and hyper-personalization are already transforming marketing, but the fintech brands that truly understand and engage with DeFi communities will gain a massive edge. These spaces are goldmines for real-time customer sentiment, product feedback, and organic advocacy. Whether your brand is actively participating or not, conversations about you are happening. The smartest fintech brands won't just monitor these discussions — they'll actively engage, learn, and build products and campaigns that resonate from the inside out.

Your advice to aspiring fintech marketers in 2025?

Understand your customer. Deeply. Their pain points, their motivations, and the exact moment your product solves a meaningful problem in their life.

Then, nail the customer experience. Brand awareness alone won't win in fintech — splashy campaigns don't solve real problems. Your brand experience must match your brand promise, and that starts with CX.

Finally, write your own playbook. Best practices will only get you so far. The leaders who make the biggest impact don't just follow trends — they create them.

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Vineet Mehra
CMO

chime

Vineet Mehra is a globally recognized marketing leader, currently serving as CMO of Chime, the fastest-growing consumer fintech in the U.S. In 2024, he led Chime's award-winning Pay Progress Forward™ campaign and earned the TikTok Green Flag Award for integrating the platform into Chime's brand and community strategy.

Previously, Vineet guided Walgreens Boots through COVID, launched Ancestry DNA, and managed multi-billion-dollar global marketing portfolios at P&G and J&J. Named by Fortune, Forbes, and Business Insider as a top marketing voice, he continues to shape brand strategy at scale while serving on global boards—and dreams of one day becoming a pizzaiolo.

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