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Money 20/20 2025 Media & Content Creator Guide



Connecting with Fintech's Most Influential Voices

Money 20/20 remains a marquee moment on the calendars of top-tier media, influential executives, and emerging voices shaping the future of fintech. For the press – ranging from legacy outlets to independent journalists, Substack authors, podcast hosts, and content creators – this event offers a rare chance to connect directly with industry changemakers. But with so many high-profile players vying for their attention, getting on the media's radar well before the event is essential. Securing face time requires a strategic, proactive approach.

Below is a curated roundup of key reporters and new media figures Highwire has recently confirmed to attend Money 20/20 – offering prime opportunities to build meaningful relationships and amplify your brand's voice on the ground and beyond.



Simon Taylor

Founder of **FinTech Brainfood** **Substack & Podcast**

Simon Taylor is Head of Strategy & Content at Sardine and co-founder of Fintech Brainfood, a podcast and newsletter covering global fintech, crypto, and payments trends.

Simon is all about emerging themes in fintech and payments infrastructure, particularly related to blockchain, regulation, or the changing role of technology in financial services. He values insights that look ahead and content that can initiate discussions among his newsletter readers. In addition to fintech, Simon is passionate about community building and enjoys exploring how technology influences culture and daily life.



Gabrielle Saulsbery

Reporter,
Banking Dive

Gabrielle Saulsbery is a reporter at Banking Dive, focused on banking, crypto, fintech, regulation, and technology. Her coverage also touches on how financial institutions and innovation collide. Prior to joining Banking Dive, she has covered various industries since 2015 at publications including Modern Farmer, NJBIZ and Upstate Business Journal.

Given Gabrielle's coverage focus area, make sure to lead with a regulatory or timely trend around the banking industry to gain her interest in interviews on site. She also loves to travel, and will appreciate an inquiry about her recent trips.



Paige Smith

Consumer
Finance Reporter,
Bloomberg

Paige Smith is a consumer finance reporter with Bloomberg, covering topics ranging from financial fraud to how fintech companies offer consumers financial help. Paige's coverage focuses on all things payments, lending practices, mortgages, auto loans, Consumer Financial Protection Bureau, and retail brokerages. In your pitches, give insight into how your company differentiates in the market and tie into an area she is particularly interested in, such as regulation, she will likely accept an interview.

If you have an executive who can give a siloed take on one topic that affects consumer finance, call out those differentiators in your outreach. At Money 20/20, Paige told Highwire that she's most interested in discussing fintech investment trends.



Lou Carlozo

Editor of **TalkingBizNews** and
Host of **The Bankadelic Podcast**

Lou Carlozo is the Editor and Publisher of Talking Biz News, covering finance, business, and media. He also created and hosts the Bankadelic podcast on banking, fintech, and innovation.

To engage Lou, pitches should connect to trends in finance, banking, and fintech, with a strong storytelling hook or unique data that can stand out in a crowded landscape. He values sources who can speak candidly and colorfully. Lou is also passionate about music and creativity and has worked as a studio musician in the past – if you’ve got a love for music, share it with him.



Nicole Casperson

Founder & CEO of
Fintech Is Femme

Nicole Casperson is a journalist, podcast host, and the founder of Fintech Is Femme. As the Founder and CEO of Fintech Is Femme, she is reshaping the narrative in fintech by honing in on women-led innovation and the intersection of capital, storytelling, and community in an industry-leading newsletter, podcast, and event series.

Nicole also lectures at Parsons School of Design, contributes to Forbes, and has been recognized by several awards for financial influence and paving the way for females in fintech. She is particularly passionate about how fintech transforms businesses of all sizes and consumer habits across different industries, opens opportunities in financial decision-making, and spotlighting the value of fintech investment and entrepreneurship.



Ryan Lawler

Fintech Reporter,
Axios

Ryan Lawler is a fintech reporter at Axios Pro: Deals, where he covers payments, applications, fundraising, and partnerships in the fintech space. He launched the Axios Pro fintech newsletter, delivering exclusive insights and deal coverage to the Axios community. Before Axios, Ryan led content at Samsung NEXT (2021–2023) and reported for TechCrunch (2012), covering breaking news in the startup ecosystem.

Ryan focuses on exclusive deal and fundraising news and insights at Axios Pro. Pitch him concise, trend-tied news with an exclusive angle and enough lead time to ensure his interest in the subject. Ryan is a big fan of Philadelphia sports teams, so if applicable, give any teams a shout-out in conversations.



Make Every Event a Platform for Influence

Looking to elevate your brand presence in fintech? At Highwire we help financial innovators stand out in a fast-moving industry through strategic storytelling, trusted media relationships, and campaigns that drive credibility and growth.

Our team turns event appearances into opportunities to connect with the right audiences, build thought leadership, and amplify your brand impact.

Ready to make your next event count?

Let's Talk.

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