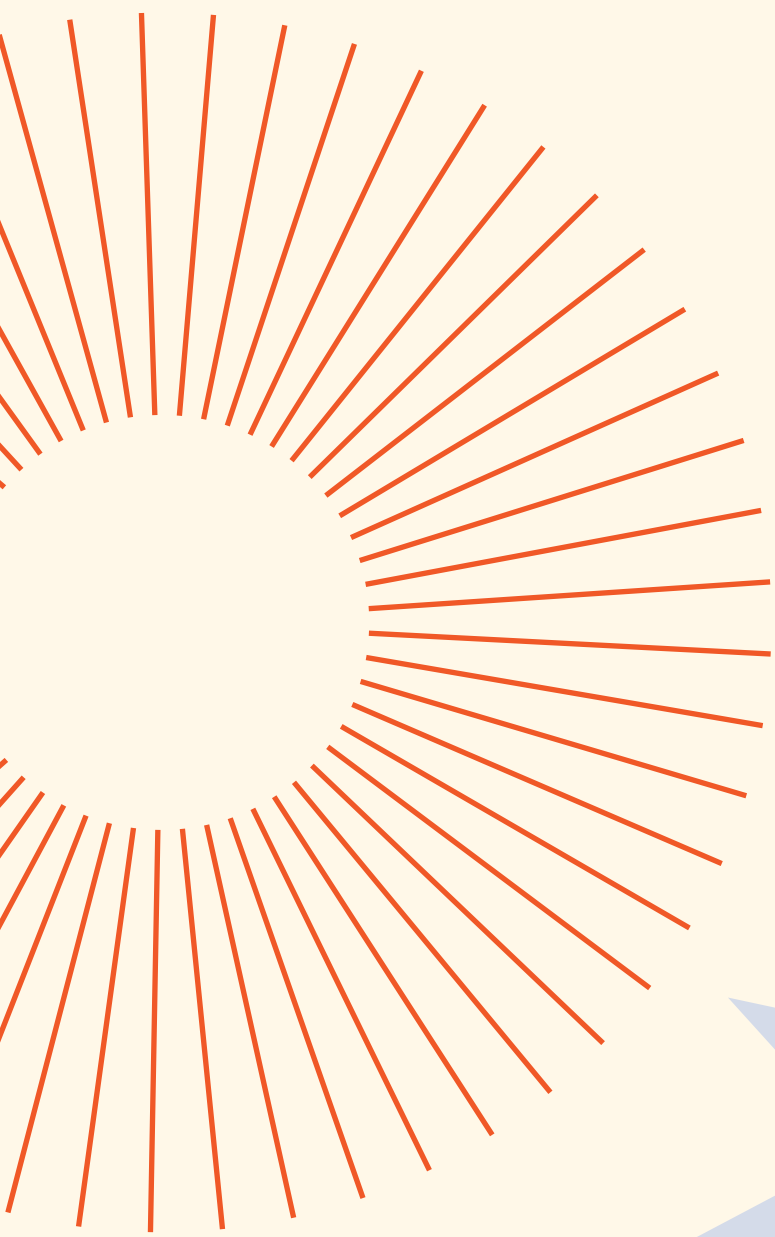


# Making the Most of Media at Money 20/20



**The Money 20/20 event** is always a key fixture on the schedules of media and high-profile executives. The press are eager to establish new connections with executives during this event. However, due to the high-profile nature of the event, it is crucial to have a plan to get on the media's radar before the event to secure a spot on their schedules. Below is a roundup of key reporters who have confirmed their attendance at Money 20/20 and represent great opportunities for building relationships.



# Ryan Lawler,

## Axios

Ryan has been on both sides of the communications fence, leading content at Samsung NEXT from 2021 – 2023 and reporting for TechCrunch in 2012, writing on breaking news within the startup community. Now, Ryan has launched Axios' Pro newsletter, covering fintech deals. Ryan's coverage has focused on recent company fundraising and partnerships.

Make sure you give Ryan enough time to digest the information. Ryan's coverage also focuses on exclusive insights to the Axios community, so offering an exclusive may entice him to cover your news more.

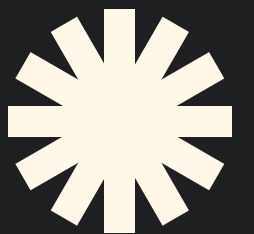
As a fun fact, he loves Philadelphia sports, so if applicable, call this out in your conversations with him!



# Gabrielle Saulsbery, Banking Dive

Gabrielle has been a reporter at Banking Dive since 2022. She covers the banking industry from all sides, sharing insights into the crypto world and key trends in the fintech industry.

Gabrielle self-describes as a people person who shares “...inherent interest in people and the forces that move them.” When getting on her radar, make sure your pitches offer conversations with thought leaders who provide key and exciting access to their career journey and compelling vision for the future of their industry.



# Paige Smith, Bloomberg

**Paige Smith** is a consumer finance reporter with Bloomberg, covering topics ranging from regulatory updates to how fintech companies offer consumers financial help.

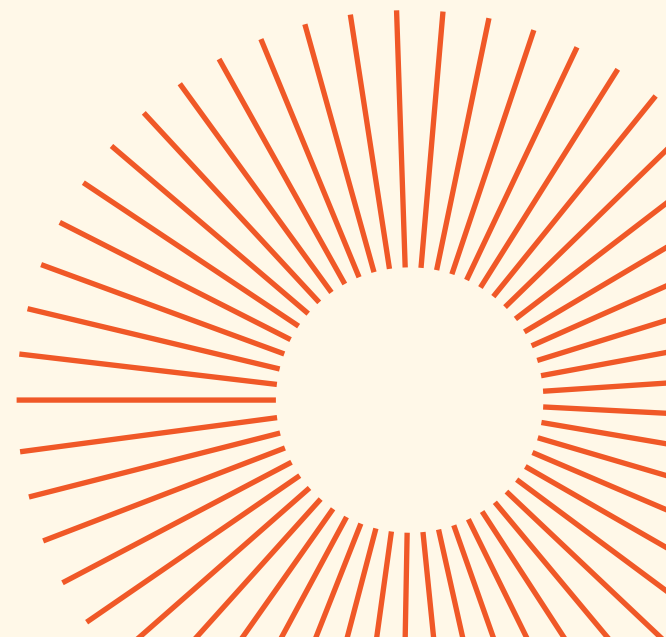
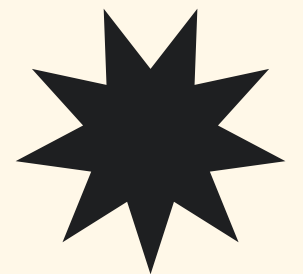
Paige's coverage focuses on a company's future growth and how it will affect the consumer and larger market. In your pitches, give insight into how your company differentiates in the market and tie into an area she is particularly interested in, such as regulation, she will likely accept an interview. In addition, her reporting has honed in on specific topics, like digital wallets. 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.



# Jaime Catmull, Forbes

**Jamie** is a personal finance expert with over 15 years of experience covering the subject. In addition to reporting, Jamie is the founder of Catmull Consulting and Vice President of Brand Partnerships for GOBankingRates.com. Her coverage focuses on advice-driven content, with the goal of helping people at any stage of their financial journey. Her coverage has given personal finance advice from influencers, celebrities and Fortune 500 company founders.

It is important to give her an expert who can speak to timely and important topics on financial journeys. She focuses on consumer needs and how anyone at any point in their financial journey can enrich their lives with financial tips. Don't be afraid to offer introductory discussions to see if your executive would be of interest to her reporting in the future!



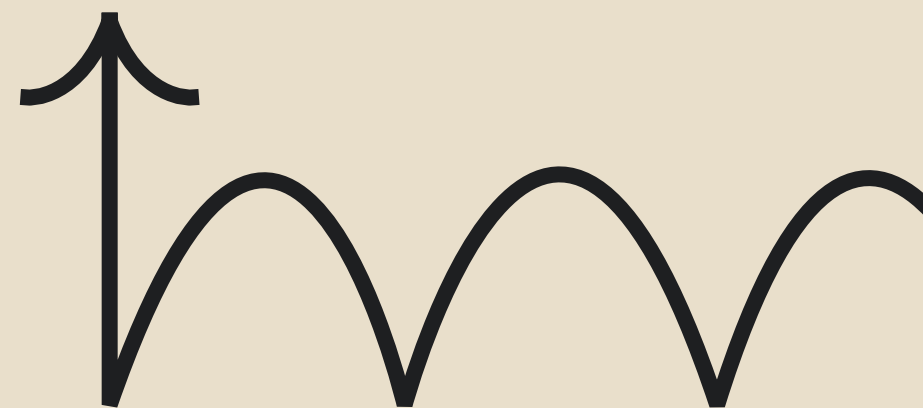
# Luisa Beltran,

## Fortune



**Luisa** is a finance report, focusing on Wall Street, private equity, and fintech M&A. During her time at Fortune, she has focused on sharing trending news on private equity deals, insights on new CEOs and company valuations.

If you would like to get on Luisa's radar, be mindful of the current trends in the IPO market. Find a way to incorporate your messaging into critical events and trends to help Luisa incorporate your executive into her upcoming reporting.





# Media to Keep Eyes on

While Money 20/20 is great for getting your executives face to face with reporters and creating new relationships, the below reported are also great options to keep an eye on across the payments, consumer, and fintech media landscape:

- ◆ Bankrate, Karen Bennett
- ◆ CNBC, Hugh Son
- ◆ Insider Intelligence, Rob Rubin
- ◆ Nasdaq Marketsite, Jill Malandrino
- ◆ The Motley Fool, Matthew Frankel
- ◆ The Wall Street Journal, Angel Au-Yeung