

Money20/20 Appoints Geraint Jones as Global VP Marketing

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[Money20/20](#), one of the world's leading global events brand where fintech communities come together to do business and shape the future of the industry, has appointed former M&C Saatchi and Omnicom marketing and growth leader, Geraint Jones, as Global VP Marketing.

Geraint is responsible for the vision, leadership, strategic direction and performance of Money20/20's marketing. He will report into Money20/20's Chief Strategy & Growth Officer, Scarlett Sieber, and joins a growing marketing function recently boosted by the arrival of hugely experienced and well-known event marketer, [Kathryn Frankson](#) as Director of Marketing.

Geraint has spent nearly two decades in brand consulting, data consulting and advertising. He has held a number of senior marketing roles on the agency side, advising clients across a variety of sectors, but with a particular focus on financial services, B2B and technology brands. Prior to working in brand and advertising, he began his career in management consulting with PRTM (now part of PwC), before spending half a decade in the customer data and payments space with 5one (now part of Mastercard).

Commenting on his appointment, Geraint said: "I am hugely excited to be joining the Money20/20 team. The Economist describes the brand as the place 'where the rockstars of fintech come to cut deals and court investors' and having already experienced the show in Amsterdam earlier this summer, I can see exactly why the brand continues to outperform its peers.

There's an incredible opportunity for Money20/20 to not only cement its established position as the leading show in fintech, but to become an even more influential brand that not only curates game-changing conversations, but goes on to shape the direction for the whole fintech ecosystem. The wider digital

transformation of financial services continues apace – and I firmly believe that Money20/20 has the potential to sit right at the heart of a thriving business community which will drive hugely positive, sustainable growth in challenging economic times.”

“We are delighted that Geraint has chosen to join our outstanding leadership team.” said Tracey Davies, President of Money20/20. “This is a pivotal role for Money20/20 as we embark on our next chapter and Geraint’s extensive experience across industries and particularly within financial services will be invaluable as we seek to achieve our vision to become a truly customer-driven marketing organisation, while growing our brand in new and exciting areas.”

Money20/20 is the place where the rock stars of fintech come together to do business because connecting and cutting deals is at the heart of the Money20/20 experience. With over 14,500 meetings taking place during the most recent Europe show in Amsterdam this past June, an increase of 107% compared to 2021, doing business took a central role, as the industry looks for ways to innovate and drive growth.

In 2021, the Money20/20 USA show came back with a bang as the world began to exit the COVID-19 pandemic. In 2022, as the world battles with huge post-COVID challenges, this year’s Las Vegas show will play an even more crucial role in helping the world of fintech and the companies within it to unlock new growth and drive change across a huge range of sectors.

Tackling the big topics that will shape the future of fintech across 5 incredible stages, hundreds of brilliant speakers and with some genuine global superstars, it promises to be the best place to meet the people and do the deals that will keep you ahead of the curve going into 2023.