



Run it by the Buyers Recap March 2024

We recently completed our 14th Run It By The Buyers (RIBTB) event on the afternoon of March 12th at Cisco's Innovation Center in Midtown. We had a fantastic turnout with 130+ attendees, including five sellers, three past presenters, and ten buyers. The program was followed by a reception to network and celebrate our presenters, sponsored by IDA Ireland.

MARCH 2024 PARTICIPANTS

Sellers

- Joshua Silver, Founder & CEO, **Rainforest**
- Aaron Holmes, CEO, **Kani**
- Sandra Blair, CEO, **Payverse**
- Luis Andino, Founder, **Ditch**
- Matthew Krull, SVP — Strategy, Legal, & Public Affairs, **Rellevate, Inc.**

Past Seller Updaters

- Maarten van der Putten, Director Enterprise Sales & Partnerships, **Liberis**
- Shankha Basu, Co-Founder, **Medxoom**
- Georgina Nelson, Founder & CEO, **TruRating**

Buyers

- Helen Herring, Senior Vice President, Fintech and Strategic Partnerships at **First Century Bank**
- Johnny Moreland, National Sales Manager - FinTechs at **FIS**
- Robert Clayton, Vice President, Product Development at **Fiserv**
- Keagan Russo, President, North America Fuel – Local Fleet at **FLEETCOR**
- Michael Parlotto, VP, Emerging Technologies at **InComm**
- Billy Harbinson, Director, Innovation at **InComm Go Studio**
- Jane Elliott, Chief Human Resources Officer at **NCR Voyix**
- Erin Stillwell, Head of Strategic Partnerships & Engagements at **TSYS**
- Mikel Thomas, Innovation & Global Digital Partnerships, **Visa**
- Jeff Flome, Senior Vice President, Relationship Manager for Technology Banking at **Wells Fargo**

EVENT PHOTOS



SOCIAL MEDIA FEEDBACK



It's been one week since our first [#RunitbytheBuyers](#) of 2024 at [Cisco](#)'s stunning new Innovation Center in the CODA Building! We were blown away by the amazing turnout (130+ attendees!) and can't thank our incredible hosts or presenting sponsor, [IDA Ireland](#) enough for making it all happen!

The caliber of the participants set the bar extremely high. We're not sure how we're going to top you guys, but that is a good problem to have!

Thank you so much to all of our sellers, past presenter updaters, buyers, and attendees for spending the afternoon with us!



Jeff Flome, MBA, ARM • 2nd

12h ...

Senior Vice President, Relationship Manager/Strategic Advisor for Wells Farg...

Such a wonderful event and an honor to participate. Always innovative presenters and even better people. [Hillery Champagne](#) and team keep up the excellent work and great programming!



Luis Andino • 2nd

22h ...

Founder of Ditch, Revolutionizing Debt Management With AI

It was such a treat to present at RIBTB. Thank you for having me.



Josh Byrd (He/Him) • 2nd

22h ...

I help early-stage founders grow revenue faster by crafting distinct produc...

Go [Luis Andino](#) and [Joshua Silver](#) - good job repping [Atlanta Tech Village](#)!



TruRating

5,967 followers

23h ...

Thank you for having us! ❤️



Emma Wilson • 2nd

6h ...

Senior Marketing Manager at Keeper Solutions

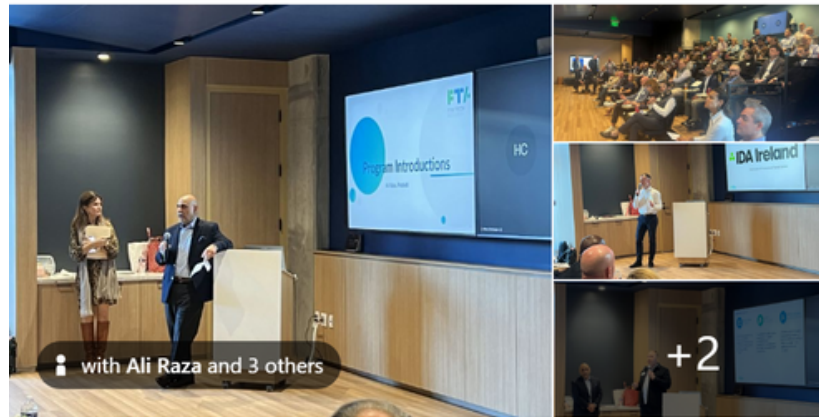
Looks like a great event [Hillery Champagne](#) and [Mark Leonard](#)!



We have to give some love to our fabulous [#RunitbytheBuyers](#) program directors for building and growing this program to what it is today.

Thank you to [Ali Raza](#) of [Protiviti](#), [Chris Stanley](#) of [Georgia Banking Company](#), [Marcelo Bernal](#) of [MassPay](#) for all that you do!

This was our first [#RIBTB](#) event without our dear friend [Steve Hassett](#), who did so much for Atlanta's tech ecosystem and [#FinTechAtlanta](#). We missed him very much and count ourselves as lucky for having had the opportunity work with him.



Hailey Hunt • 1st

...

Account Executive Team Lead at Humans Doing

1w • 🗨️

Time flies when you're having fun! Fun was definitely had, which is evident by my lack of taking pictures at yesterday's [FinTech Atlanta](#)'s Run it by the Buyer event! Such great pitches by so many amazing companies! ...see more



THE PROGRAM

Run it by the Buyers events convene large Georgia-based corporations and early/growth-stage FinTech companies to focus on key industry issues, opportunities, and challenges.

The goal of these events is to foster commercial collaboration between large corporations ("Buyers") and promising young fintech companies building innovative new products, solutions, and services ("Sellers").

We aim to sustain the "Entrepreneurial Virtuous Cycle" with a focus on helping innovators establish Product-Market fit more efficiently and effectively with the help of larger corporations in their role as eventual customers and partners.



GET INVOLVED

We're looking for reception sponsors and nominations for "Buyer" and "Seller" companies for our 2024 events. Contact hchampagne@fintechatlanta.org.

THE ORGANIZERS

RIBTB Events are put together by FinTech Atlanta's Run it by the Buyers Team including: Ali Raza - Protiviti, Chris Stanley - Georgia Banking Company, and Marcelo Bernal - MassPay.

FINTECH ATLANTA is a coalition of companies working to advance Atlanta as the recognized global capital of financial technology. Led by seasoned industry executives, the group's priorities are to drive fintech industry growth, talent expansion, innovation acceleration, and public policy influence in Atlanta and across the state of Georgia.

More than \$2 billion has been raised by the 83 past presenting companies following their initial RIBTB presentations.

www.fintechatlanta.org | www.linkedin.com/company/fintech-atlanta/