



FINTECH  
ATLANTA



**2025 IMPACT REPORT**

**We are FinTech Atlanta**

Advancing the Global Capital for Financial Technology

# A Message from the Chair

FinTech Atlanta entered 2025 with momentum and emerged with greater clarity of purpose. Building on more than a decade of work advancing Atlanta as a global fintech hub, this past year was about focus – strengthening collaboration, clarifying priorities, and positioning the organization for what comes next.

A defining theme of the year was **transition**. We welcomed new leadership, including Ania Lackey as Executive Director, whose global fintech experience helped shape a renewed direction for the organization. I also want to recognize Oliver Burns, last year's Chair, and Hillery Champagne, former Executive Director, for their leadership and steady guidance during this period of change. Together, this transition set the stage for a more connected and collaborative fintech community in Atlanta.

In 2025, FinTech Atlanta sharpened its mission around three core pillars: **innovation, talent development, and promotion**. These pillars guide how we deliver value to members – helping them drive business outcomes and strengthen Atlanta's talent pipeline and fintech brand – while contributing meaningfully to the broader ecosystem.

That focus translated into action across the year. Programs like **Run It By the Buyers** continued to connect enterprises, startups, and students in practical, market-facing ways. Partnerships with Georgia's universities and the Georgia Fintech Academy advanced experiential learning, including work on pay-by-bank solutions and emerging payments technologies, reinforcing Atlanta's unique fintech collision of innovation, enterprise, and talent.

We also deepened our commitment to impact through **FinTech for Good**, which brought industry, academia, and law enforcement together to address complex challenges such as human trafficking and fraud. These efforts demonstrated how collaboration and data-driven technology can deliver real-world outcomes beyond the market.

A clear priority in 2025 was strengthening member value. **Our Ask an Advisor (A<sup>3</sup>)** program was refreshed and refocused – expanding visibility, sharpening participation, and reinforcing its role as a high-impact way for experienced leaders to support early-stage founders and entrepreneurs. A<sup>3</sup> reflects this community at its best, where expertise fuels relationships and momentum.

As we move into 2026, FinTech Atlanta is shifting from foundation to execution. With our direction set, the focus is on deeper engagement, stronger partnerships, and tangible results. FinTech Atlanta is strongest when its members participate. The more you invest through time, expertise, and leadership, the more value this community returns.

With major global moments ahead, including the FIFA World Cup, and unprecedented opportunity for Atlanta's fintech ecosystem, FinTech Atlanta is ready to lead, alongside our members and partners. Thank you for your continued commitment to shaping the future of fintech in Atlanta.



**Jonathan O'Connor**  
Chair, FinTech Atlanta



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“ As we move into 2026, FinTech Atlanta is shifting from foundation to execution. With our direction set, the focus is on deeper engagement, stronger partnerships, and tangible results.”

## Atlanta is a Fintech Engine



**\$300B**

Global payment transactions processed



**42,500+**

People employed



**20+**

Universities feeding fintech talent into industry



**4 of 10**

Largest U.S. payment processors



**270**

Fintech companies



**Over 2/3**

Share of U.S. card transactions processed



**\$1.4B**

Invested across 125+ deals in 2025



**\$49B**

Revenue generated from 10 public fintechs alone

### Why global companies land here...

- Hartsfield-Jackson Atlanta International Airport – world's busiest airport enabling global HQ operations
- Major U.S. landing zone for European and Latin American fintech expansion
- Strong corporate-startup collaboration culture
- Cost-to-scale advantage vs. other hubs, without sacrificing enterprise access
- Innovation & ecosystem collaboration
- One of the few cities where banks, processors, networks, startups, and regulators operate in daily proximity
- High density of enterprise buyers – uniquely suited for B2B fintech scale
- Consistent pipeline of payments, fraud, RegTech, and embedded finance innovation
- Active cross-sector collaboration between corporates, universities, startups, and civic leadership

“ Getting introduced to Atlanta’s vibrant fintech scene in 2025 has been incredibly energizing, from learning about our deep payments history to connecting with a fresh wave of innovators. This experience has sparked invaluable partnerships and mentorships, fueling a renewed passion for the work we are driving on the Equifax Payments team.”



**Brandon Obenauf**  
Head of Payments & Platforms  
Equifax

# Innovation in Action

In 2025, FinTech Atlanta continued to support innovation across the ecosystem by creating opportunities for collaboration between emerging fintech companies and established industry leaders. Through programs designed to bring founders, corporate decision-makers, and experienced operators together, the organization helped accelerate the exchange of ideas, partnerships, and practical insights that enable fintech companies to grow.

One of the most visible examples of this work is Run it by the Buyers, FinTech Atlanta's flagship program connecting early- and growth-stage fintech companies with enterprise buyers. Throughout the year, the program convened founders, corporate innovation leaders, and ecosystem partners across multiple gatherings in Atlanta, with average attendance ranging between 150 and 180 participants.

Across four events in 2025, 18 fintech companies presented as Sellers, with four past presenters returning to share updates on their progress since first appearing on the Run it by the Buyers stage. Participating Buyers included leaders from organizations such as Bank of America, BlackRock, Block, Chick-fil-A, Global Payments, Google, InComm, LexisNexis Risk Solutions, Mastercard, NCR Voyix, Synovus, Truist, Wells Fargo, and Worldpay.

The program continues to evolve alongside the ecosystem. Beginning in 2025, Run it by the Buyers incorporated curated discussions alongside founder presentations, bringing industry leaders together to explore topics such as financial crime and human trafficking prevention, the future of Atlanta's fintech ecosystem, and fintech solutions supporting small businesses and underrepresented founders. These conversations created space for deeper dialogue while maintaining the program's core focus on commercial collaboration.

Run it by the Buyers is also increasingly serving as an entry point for companies outside of Atlanta to engage with the region's fintech ecosystem. In 2025, companies such as BOND.AI and Swoop participated in the program, using the platform to introduce their solutions to Atlanta's corporate fintech community and explore opportunities to establish a stronger presence in the market.



Many of the most meaningful outcomes occur after the events themselves. Conversations that begin on stage often continue through follow-up meetings, product demonstrations, and partnership discussions. In one example, a presentation by Rebillia during a Run it by the Buyers session led to a collaboration with InsureShield Shipping Protection by UPS Capital. The resulting partnership produced an API integration allowing subscription-based merchants to seamlessly purchase shipping insurance within the Rebillia platform, improving operational efficiency and risk management for merchants.

In October, FinTech Atlanta also hosted Run it by the Buyers: Juniors at The Home Depot headquarters in partnership with the Georgia Fintech Academy, expanding the program to include student innovators from universities across the University System of Georgia. The winning team from the University of Georgia, Purpose Payment, received a \$5,000 grant from the Georgia Fintech Academy, a statewide initiative of the University System of Georgia, to further develop their concept.

Complementing these corporate–startup connections, FinTech Atlanta also strengthened its Ask an Advisor (A<sup>3</sup>) initiative in 2025. The program connects founders with experienced fintech leaders who volunteer their time to provide practical guidance, strategic insight, and industry connections.

Under the leadership of fintech and payments executive Ian Stuttard, the program was repositioned to expand its reach and visibility. Ian brings extensive experience from leadership roles at companies including Worldpay and Elavon and currently serves on multiple fintech advisory boards. In 2025, FinTech Atlanta and Ian worked together to recommit the advisor network, clarify the program’s structure, and launch a LinkedIn campaign to increase awareness and strengthen the pipeline of founders seeking guidance.

Today, the Ask an Advisor network includes approximately 20 experienced advisors, representing a wide range of expertise across fintech and financial services. Advisors provide founders with perspectives spanning business strategy, fundraising, product development, go-to-



market strategy, payments infrastructure, risk and compliance, fraud and identity management, and financial software.

In 2025, the program continued to support fintech entrepreneurs, providing founders with direct access to experienced operators and industry leaders who can help them navigate critical stages of growth.

Together, Run it by the Buyers and Ask an Advisor strengthen Atlanta's fintech innovation ecosystem by connecting founders with potential customers while also giving them access to experienced guidance. By facilitating these relationships, FinTech Atlanta continues to help promising fintech companies move from ideas to partnerships and from partnerships to scale.

### **Rebillia: From Pitch to Partnership**

After presenting at FinTech Atlanta's Run it by the Buyers program, Rebillia, a SaaS platform for subscription-based businesses, connected with enterprise leaders from InsureShield® Shipping Protection by UPS Capital. What began as a conversation following the pitch evolved into a strategic collaboration between the two companies.

The partnership resulted in an API integration that embeds InsureShield Shipping Protection directly into the Rebillia platform, enabling subscription merchants to seamlessly purchase multi-carrier shipping insurance as part of their existing workflow. By simplifying risk management and improving return and refund processes, the integration enhances both operational efficiency and the customer experience.

This collaboration illustrates how Run it by the Buyers creates meaningful connections between fintech innovators and enterprise decision-makers — turning conversations into real partnerships that bring new capabilities to market.



Being part of FinTech Atlanta has been incredibly valuable—both personally and for HatchWorks AI. It’s a highly connected ecosystem where meaningful collaboration accelerates innovation and turns ideas into real-world impact.”



**Brandon Powell**  
CEO  
Hatchworks AI

## Promotion & Partnerships

In 2025, FinTech Atlanta strengthened the visibility of Atlanta's fintech ecosystem through intentional partnerships, coordinated industry engagement, and expanded storytelling across digital and in-person platforms.

Our focus was simple: ensure that Atlanta's fintech leadership is consistently represented where industry conversations are happening — locally, nationally, and globally — and that our partners' voices are amplified alongside it.

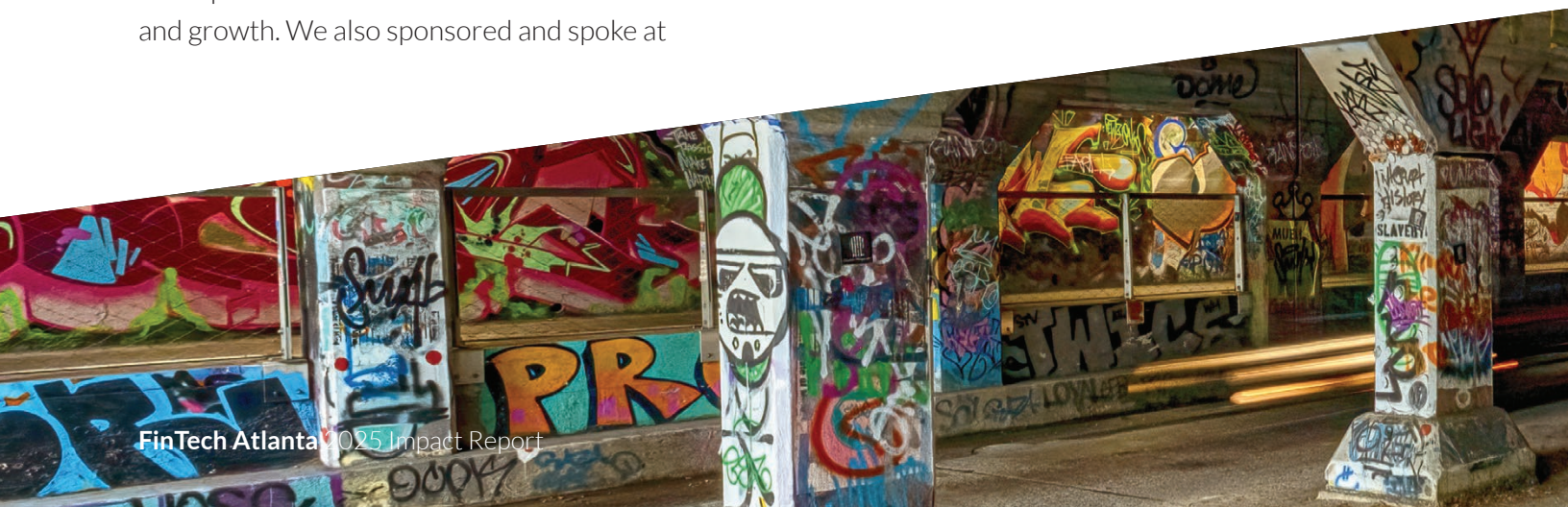
Throughout the year, FinTech Atlanta embedded itself across key industry gatherings and ecosystem moments. At **Fintech South**, we activated Transaction Alley Studio, capturing interviews with payments and fintech leaders and transforming those conversations into short-form digital content that extended the reach of the event beyond the conference floor. We maintained an active presence at Venture Atlanta, FutureTech Forum, Avant South, PayTech Women, Georgia Tech's Tech Forum, and regional investor and founder roundtables — contributing as speakers, moderators, mentors, and connectors.

Partnership-driven programming continued to play an important role. In collaboration with **Atlanta Tech Week**, we hosted a special edition of Run it by the Buyers at the Russell Innovation Center for Entrepreneurs, featuring corporate and startup leaders in discussion about collaboration and growth. We also sponsored and spoke at

**Atlanta Tech Village's Startup Chowdown**, introducing early-stage founders to Atlanta's fintech ecosystem and reinforcing accessible pathways into the community.

International engagement remained a strategic priority, particularly where it intersected with investment, talent, and market expansion. FinTech Atlanta participated in **Money20/20 Europe in Amsterdam**, supporting a coordinated promotional campaign, hosting a Transaction Alley reception alongside ecosystem partners, and contributing to conference programming focused on fintech talent and sustainable growth. We also deepened our relationship with the Argentine Consulate in Atlanta, presenting to Argentine fintech companies evaluating U.S. expansion and moderating discussions at South Meets South with public and private sector leaders.

In 2025, we also strengthened our owned communications infrastructure. In partnership with the Georgia Fintech Academy, we launched the **Atlanta Fintech Digest**, a monthly newsletter distributed to more than 10,000 industry stakeholders. Across LinkedIn, FinTech Atlanta generated over 105,000 impressions, 11,000 clicks, and an average engagement rate exceeding 11%, reflecting sustained and meaningful engagement with ecosystem content.



Media visibility further reinforced these efforts, with FinTech Atlanta and Atlanta-based fintech leaders featured in Site Selection Magazine and Georgia Insider, contributing to broader recognition of the region's innovation and collaborative strength.

Across each activation — whether on a global stage, at a regional conference, or within a local founder gathering — the objective remained consistent: elevate the ecosystem, strengthen partnerships, and ensure Atlanta's fintech community is visible, connected, and growing.

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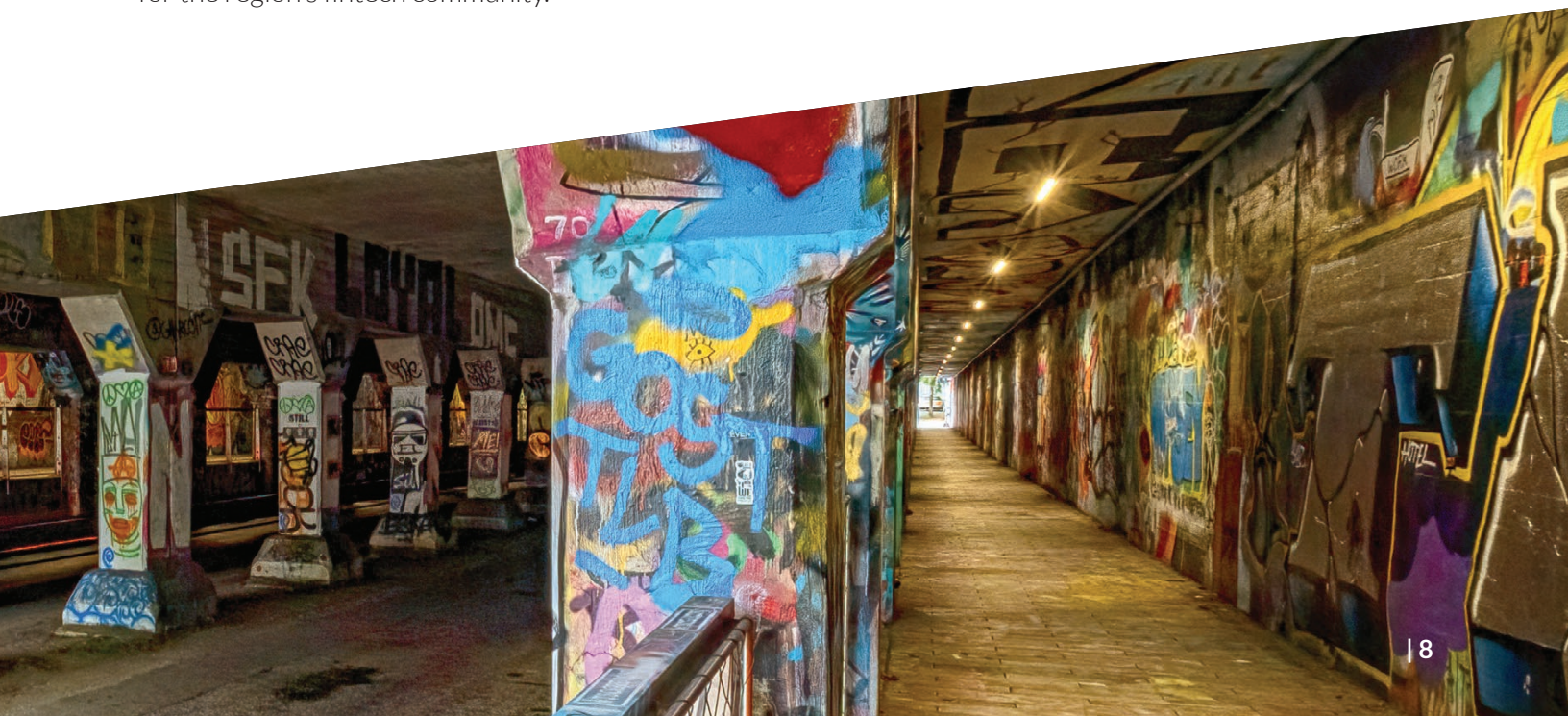
### **ekko: Choosing Atlanta for U.S. Expansion**

U.K.-based climate fintech ekko selected Atlanta as the location for its U.S. headquarters, marking an important milestone in the company's international expansion and reinforcing the city's position as a global fintech hub.

The decision followed sustained engagement with Atlanta's fintech ecosystem, including relationships built through the FinTech Atlanta Ambassadors program, which connects international fintech leaders with companies, talent, and industry partners across the region.

As part of this engagement, ekko partnered with FinTech Atlanta and the Georgia Fintech Academy to host the Transaction Alley reception during Money20/20 Europe in Amsterdam — one of several moments where Atlanta's fintech community and ekko collaborated while building the company's presence.

ekko's decision to establish its U.S. headquarters in Atlanta illustrates how strong international relationships and ecosystem collaboration can translate into real investment and long-term growth for the region's fintech community.





## Talent that Scales

Experiential learning plays a critical role in translating classroom knowledge into industry readiness. Through GenNext Insights, fintech companies and ecosystem partners bring real business challenges into the classroom, where student teams research emerging technologies, analyze market opportunities, and develop strategic recommendations. The program is currently delivered in collaboration with the University of Georgia's Terry College of Business, with plans to expand GenNext Insights to additional universities across the state beginning in 2026.

In 2025, 25 students from two teams participated in GenNext Insights projects, exploring topics ranging from cross-border payments infrastructure to the role of financial technology in combating financial crime.

One of the year's projects, developed through FinTech Atlanta's FinTech for Good initiative with Vital4 and the Anti-Human Trafficking Intelligence Initiative (ATII), asked students to explore how technologies such as blockchain and secure data-sharing frameworks could help law enforcement agencies better coordinate intelligence on human trafficking networks while protecting sensitive victim information.

FinTech Atlanta's work in experiential learning is complemented by the Georgia Fintech Academy, a statewide initiative of the University System of Georgia that connects students with careers in financial technology. In 2025, FinTech Atlanta

deepened its collaboration with the Academy, working together to connect students with industry leaders and strengthen the bridge between the classroom and the fintech community.

The Georgia Fintech Academy continues to scale its reach across all 26 institutions in the University System of Georgia. In 2025 alone, the program supported more than 3,176 course enrollments, engaged over 2,500 students through industry events, and helped facilitate approximately 780 internship placements, with an estimated 250+ students transitioning from internships into full-time roles across fintech, payments, and financial services organizations.

Together, these collaborations ensure that Atlanta's fintech ecosystem continues to develop the talent needed to support innovation, growth, and global leadership in financial technology.



## **Purpose Payment: From Classroom Challenge to Industry Collaboration**

Purpose Payment emerged from a student challenge at the University of Georgia's Terry College of Business, developed by a team of 14 students under the guidance of Bob Trotter, Executive Director of the FinTech Certificate program and a program director of FinTech Atlanta's GenNext Insights. The concept explores how charitable giving could be embedded directly into payment transactions, enabling donations to be triggered seamlessly through everyday commerce activity.

Through engagement with Synovus, the team had the opportunity to refine the idea with input from financial services practitioners and better understand how a payments-for-good model could function within real banking and payments environments. Purpose Payment was also selected as the winner of FinTech Atlanta's Run it by the Buyers: Juniors program, earning a \$5,000 grant from the Georgia Fintech Academy in recognition of the concept's potential.

Purpose Payment demonstrates how collaboration between industry leaders and academic programs gives students real exposure to how financial technology is built, tested, and brought closer to market.

Experiential learning like this highlights the value of connecting students with real-world fintech challenges and industry mentors. Programs such as GenNext Insights help transform classroom ideas into practical innovations that can shape the future of financial services.

“

FinTech Atlanta plays a vital role in strengthening our region’s innovation economy. Arketi is proud to support an organization that brings together leaders, ideas, and momentum in a way that helps Atlanta continue to grow as a globally recognized fintech hub. The value FinTech Atlanta creates for the broader ecosystem is real, and we’re excited to be part of it.”



**Mike Neumeier, APR**  
CEO  
Arketi Group



# FinTech Atlanta — The Strategic Advantage



## Mission

FinTech Atlanta is a coalition of companies working to advance Atlanta as the recognized global capital of financial technology.

We unite fintech leaders, innovators, and ecosystem partners around a shared mission: building and sustaining a world-class fintech ecosystem and strengthening Atlanta's leadership in financial technology through collaboration, innovation, and talent development.

## The Value of Board Participation

### Business Development

- Access to scaling fintech companies
- Exposure to potential customers, partners, and acquisition targets
- Strategic partnerships and knowledge sharing with industry leaders

### Brand & Ecosystem

- C-level networking with leaders across the fintech and payments ecosystem
- Strategic amplification of member stories across Atlanta's fintech community
- Platform visibility in national and global fintech conversations
- Participation in board governance, strategic discussions, and ecosystem initiatives

### Talent & Innovation

- Direct engagement with emerging fintech talent
- Workforce visibility, recruiting pathways, and experiential learning projects
- Early access to emerging technologies and innovation trends

### Opportunities to Engage

- Participation in flagship programs and ecosystem initiatives
- Hosting industry events and convenings
- Contributing thought leadership and industry insights
- Helping shape the direction of Atlanta's fintech ecosystem

# FinTech Atlanta Board Members



# FinTech Atlanta Leadership

## FinTech Atlanta Executive Committee



**Jonathan O'Connor**  
Division President, Third-Party Payments  
Synovus  
Chair, FinTech Atlanta



**Jay Morgan**  
Founder  
JL Morgan Company Inc.



**Kristi Brigman**  
Chief Economic Development Officer  
Metro Atlanta Chamber



**Joe Radest**  
Founder  
1 Step Technologies



**Jane Elliott**  
Chief Human Resources Officer  
NCR Voyix



**Nandan Sheth**  
CEO & Board Director  
Splitit



**Keith Hartford**  
President  
WNA Ltd



**Larry Williams**  
President & CEO  
Technology Association of Georgia

## FinTech Atlanta Team



**Ania Lackey**  
Executive Director  
FinTech Atlanta



**Kelly Moyer**  
Chief Accounting Officer, Deluxe  
Chief Financial Officer  
FinTech Atlanta



**Jessica Jones**  
Executive Coordinator  
FinTech Atlanta

# Recognizing Ecosystem Leaders

FinTech Atlanta has been advancing Atlanta's fintech ecosystem for more than a decade. In 2025, we recognized several individuals whose contributions have played an important role in shaping and growing our organization.

At our Q4 Board meeting, we honored:



**Nelson Chu**  
Managing Director  
Kinetic Ventures



**Robert Green**  
Director of Strategic Partnerships  
Polsinelli



**Brad Culp**  
Managing Partner and  
Advisory Board Member  
WNA



**Grant Wainscott**  
Founder and Managing Partner  
ABF Cross Border Advisors, LLC.

## New Members of the Board of Directors

In 2025, FinTech Atlanta welcomed the following leaders to our Board:

**Catherina Blewitt**

Vice President, Technology  
IDA Ireland

**Kristi Brigman**

Chief Economic Development Officer  
Metro Atlanta Chamber

**Abhishek Chugh**

Vice President, Strategy and  
Monetization  
Visa

**Dave Dowsett**

Global Head of AI, Emerging  
Technology and Innovation  
Invesco

**Dom Morea**

President, Platforms & Payments  
Fullsteam

**Brandon Obenauf**

Head of Payments and Platforms  
Equifax

**Heather Valentine**

Head of Corporate Affairs Programs  
& Planning  
Global Payments

**Jaime Yeager**

Sales Executive  
Checkout.com



Building and maintaining bilateral relationships in fintech is ongoing work. As companies, diplomats, and trade representatives move between markets, FinTech Atlanta plays a critical role in sustaining long-term connections with institutions and countries, not just individuals.”



**Grant Wainscott**  
Founder and Managing Partner  
ABF Cross Border Advisors, LLC



# Programs Advancing the Ecosystem



## Ask An Advisor

Ask An Advisor (A<sup>3</sup>) provides startups and early-stage fintech companies with direct access to the best and brightest individuals leading the fintech industry. A<sup>3</sup> is designed to connect these companies with those who make things happen – senior execs versed in the complexities of our industry.

### Program Director



**Ian Stuttard**  
Program Director  
FinTech Atlanta



## FinTech Atlanta Ambassadors

The FinTech Atlanta Ambassadors program consists of a diverse group of executive leaders who help us share the story of both FinTech Atlanta and our robust ecosystem – with audiences locally and overseas.

### Program Director



**Grant Wainscott**  
Founder and Managing Partner  
ABF Cross Border Advisors, LLC.



## Run it by the Buyers

FinTech Atlanta hosts Run it by the Buyers events to encourage commercial collaboration between large corporations (“Buyers”) and promising Georgia fintech companies building innovative new products, solutions, and services (“Sellers”).

### Program Director



**Ali Raza**  
Managing Principal  
Blue Leviathan



**Chris Stanley**  
SVP, Payments & Technology  
Georgia Banking Company



**Marcelo Bernal**  
President & Chief Revenue Officer  
Bucky Payments Inc.



### FinTech Forward

FinTech Forward is a sponsorship initiative that connects Atlanta-based fintech startup founders with corporate leaders in the ecosystem. Through the program, sponsors select a founder to join the FinTech Atlanta board of directors, gaining access to board-level insights, networking opportunities, and ongoing mentorship. FinTech Forward is designed to foster deeper engagement between high-potential founders and the region's established fintech community.



### FinTech for Good

FinTech for Good is a collaborative initiative uniting financial services leaders to drive positive change across four pillars: fighting financial crime, increasing value chain trust, advancing financial inclusion, and promoting sustainability. The program leverages the fintech community's collective expertise to create a safer, more equitable financial future.

### Program Director



**Amy Barbieri**  
Senior Strategic Relationship Advisor  
Tesari AI



### GenNext Insights

GenNext Insights creates opportunities for university students to gain real-world experience working with businesses to develop solutions and ideas for emerging business problems. These student-led consulting groups help businesses drive investment decisions while building their own portfolios and resumes.

### Program Director



**Bob Trotter**  
Sr. Executive Partner, Gartner  
Assistant Director, FinTech Certificate  
Program, University of Georgia



## Conversations Shaping the Future of Fintech

Throughout the year, FinTech Atlanta hosts industry leaders and experts at our quarterly Board meetings to share insights on issues shaping the future of financial services and financial technology.

### Speakers included:



**Abhishek Chugh**

Vice President, Strategy & Monetization  
Visa



**Laura Gibson-Lamothe**

Executive Director  
Georgia Fintech Academy



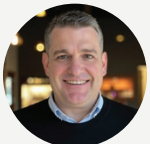
**Shellie Creson**

Chief Risk Officer  
Synovus



**Jay Morgan**

Founder  
JL Morgan Co. / ATPC



**Dave Dowset**

Global Head AI and  
Advanced Engineering  
Invesco



**Brandon Powell**

CEO  
HatchWorks AI



**Jane Elliott**

Chief Human Resources Officer  
NCR Voyix



**Jordan Reynolds**

MALPB CEO and  
Head of North America Banking  
Checkout.com



**Bo Fears**

Commissioner  
Georgia Department of Banking & Finance



**Sanjay Sama**

Partner  
JM Search



**Rob Fisher**

AI GTM Leader - South Region  
Google



**Adrian Tatsch**

VP AI Technology & Innovation  
Equifax



**Kunal Grover**

Director of Product and Strategy:  
AI Center of Excellence (Fintech)  
Global Payments



## Investing in the Mission

FinTech Atlanta would not exist without the engagement of more than 40 corporate leaders on our Board, along with a dedicated group of volunteers representing fintech companies and ecosystem partners across Georgia.

Together, we accelerate innovation, strengthen the talent pipeline, and elevate Atlanta's global fintech leadership.

**For more information about participating in FinTech Atlanta, please contact:**



**Ania Lackey**  
Executive Director  
FinTech Atlanta  
[alackey@fintechatlanta.org](mailto:alackey@fintechatlanta.org)



# FINTECH ATLANTA

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## FinTech Atlanta

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