



## Run it by the Buyers Recap March 2023

We recently completed our 11th Run It By The Buyers (RIBTB) event on the afternoon of March 2nd at UPS World Headquarters in Sandy Springs. This was our best-attended event to date with more than 150 attendees, including five sellers and fourteen buyers. The program was followed by a lively reception at La Parrilla Mexican Restaurant, sponsored by Briteris.

### MARCH 2023 PARTICIPANTS

#### Sellers

- Amir Harris, CEO, **CharterUP**
- Kristina Jensen, Customer Success Executive, **DialMyApp**
- Moran Mizrahi, Chief Operating Officer, **Rebillia Platform**
- Noelle London, CEO + Founder, **Illoominus**
- Tom Meredith, Founder & CEO, **ONLY Wallet**

#### Past Seller Updaters

- Joshua Tatum, Co-Founder & CPO, **Carpatty**
- Steve Ely, CEO, **eCredable**
- Jeannie Tarkenton, Co-Founder & CEO, **Funding U**

## Buyers

- Marc Balizer, Managing Director, **BlackRock**
- Anup Thomas, VP & CTO, Card Payments, **CapitalOne**
- Heather Orrico, Vice President, Enterprise Sales and Sales Engineering, **Comcast Business**
- Mike Thibodeaux, Vice President of Market Development - Big South Region, **Comcast Business**
- Jared Schreiber, Strategy and M&A, **Discover Financial Services**
- Kevin Lewis, Executive Director, Client Innovation, **Deluxe**
- Srinivas Nagarajan, VP Product Management, General Manager - Enterprise SaaS Platform, **Deluxe**
- Joey Kendrick, SVP, Corporate Development, **FLEETCOR**
- Michael Parlotto, VP, Emerging Technologies, **InComm Payments**
- Nick Joyner, Senior VP, Investment Senior Associate, **Truist Ventures**
- Mike Lazorchak, Strategy, **UPS Capital**
- Patrick Williams, Head of Global & NA Fintech Partnerships, **Visa**
- John Huber, National Advisory Lead, Technology Banking Group, **Wells Fargo**



## SOCIAL MEDIA FEEDBACK

The event had positive feedback on social media posts. See what people were saying below:



Where do we begin talking about what an incredible day yesterday was? This is going to have to be a two part post 😊.

We've got to start with the biggest thanks to the team at **UPS Capital®** for welcoming us to their gorgeous space. **Mike Lazorchak**, **Morgan Rawls**, **Eduardo Lopez-Soriano** - you are the best hosts around!

To the dream team - **Steve Hassett**, **Chris Stanley**, **Ali Raza**, **Marcelo Bernal**, **Oliver Burns**, **Charles Freund**, **Grant Wainscott**, **Igor Kiselev**, **Chase Ghannam**, **Hillery Champagne** - thank you for all of your hard work bringing this event to life. We are so grateful for your dedication to **#FinTechAtlanta**.

The **Briteris** team, **Marcelo Bernal** and **Sérgio Ferreira**, know how to host a party and you couldn't ask for better people to work with. We loved getting to spend time catching up with old friends and new last night after the program.

To the attendees - Wow, you guys really showed up! Thank you for helping us reach record numbers with over 150 attendees throughout the day!

Stay tuned for post #2 to hear about the Buyers, Sellers, and Past Presenters!



Part 2

If you're not familiar with the Run it by the Buyers program, we hold 3 even ...see more



**Srinivas N.** • 3rd+

VP Product Management | SaaS | Speaker | Digital Transformation | eCommer...

Huge shout out to **Hillery Champagne** & team for organizing this wonderful & enriching **FinTech Atlanta** event. Had a great time being part of the panel!

Like | Reply



**Emma Wilson** • 3rd+

Senior Marketing Manager at Keeper Solutions

Looks like an amazing event! Well done **FinTech Atlanta** team and all the participants!

Like | Reply



**Shiv Aggarwal** • 3rd+

Co-Founder EarthID | Decentralized Identity | Enabling frictionless Web 3.0

Amazing event indeed **Hillery Champagne** **FinTech Atlanta** thanks for having us - **Priya Guliani EarthID**

Like | Reply



**Grant Wainscott** • 2nd

Vice President of Ecosystem Expansion | Vice-Chairman Atlanta Esports Allian...

Huge congrats **Hillery Champagne** and team! What an amazing afternoon and I was so impressed with the quality of the presenting companies. What a room full of globally recognized buyers too!!

Like · 1 | Reply



**CharterUP**

11,888 followers

Thanks for having us! 🇺🇸

Like | Reply



**Rebillia Platform**

639 followers

On behalf of the entire **Rebillia Platform** we like to thank **Hillery Champagne** and the rest of the **FinTech Atlanta** team for the great event last night!

Thank you **Moran Mizrahi, MBA, SSGBC Snir D A.** for presenting.

Like | Reply



**Moran Mizrahi, MBA, SSGBC** • 2nd

Chief Operating Officer at Rebillia Platform | Helping Clients Turn Their Busin...

Great event!

Like | Reply



**John Huber** • 3rd+

National Advisory Lead, Technology Banking Group at Wells Fargo

Wonderful program / impressed with quality of team and presenters. Lots happening in Atlanta - pleased to have participated!

Like · 3 | Reply



**Steve Ely** • 2nd

CEO of eCredable

The audience has grown 15X since I presented almost 4 years ago. Nice work **FinTech Atlanta!** **#fintechatlanta**

Like · 1 | Reply



## 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 venues, reception sponsors, and nominations for "Buyer" and "Seller" companies for our 2023 events. Contact [hchampagne@fintechatlanta.org](mailto:hchampagne@fintechatlanta.org).

## THE ORGANIZERS

RIBTB Events are put together by FinTech Atlanta's Run it by the Buyers Team including: , and Steve Hassett, Ali Raza - Protiviti, Chris Stanley - SouthState Bank, and Marcelo Bernal - Briteris.

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 \$1.5 billion has been raised by the 60 past presenting companies following their initial RIBTB presentations.