

**#8 MOST-VIEWED EVENT in 2017:
From Big Banks to the
Underbanked: FinTech's
Customer-Centric Model (Free
Webinar On-Demand)**

From Big Banks to the Underbanked: FinTech's Customer-Centric Model



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#CXFinTech

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Webinar Overview

Financial technology, FinTech has revolutionized the financial services industry with customer-focused solutions, including, insurance underwriting, peer-to-peer money transfers, digital security, data analysis and investments.

“Over the last five years, middle market companies have led the way in economic growth, which contribute over \$9.3 trillion to the U.S. economy and are growing faster than any other sector,” said Brendan Walsh, Executive Vice President, U.S., *American Express Global Commercial Payments*.

The growth of U.S. middle market firms (revenues from \$10M – \$1B), outpace the national average, with an 87% increase in number of firms, a 103% surge in employment, and a 100% rise in revenue since 2011, according to the latest *Middle Market Power Index*, *American Express and Dun & Bradstreet*, September

2016.

Middle market firms span all industries: 60% in manufacturing, wholesale trade, retail trade, educational and health services; have a national presence; include women and minority-owned businesses; represent 60% of global companies with 70 percent of those expecting overseas sales to increase in the next five years. – *2016 JP Morgan Chase Middle Market Business Leaders Survey*

More than half of the world's *FinTech* companies are headquartered in the U.S. Some 1,000 *FinTech* companies (startups and historical incumbents) raised over \$105 billion in total funding and are worth nearly \$870 billion in current value. – *VBProfiles FinTech landscape Forbes, June 2016.*

New York is one of the five main *FinTech* global hubs. With *FinTech*'s huge expansion and global reach, marketing communications and public relations practitioners must evolve with the industry to better serve their clients.

In this free webinar, the authors introduce *FinTech* from a marketing communications, public relations and customer-centric perspective, outline the significance of financial technology's new and faster solutions, discuss the opportunities and challenges for middle-market companies in the U.S., and explain how to create an ecosystem that benefits your company, customers and innovation partners.

Speakers



Jim Eckstein is responsible for the strategic direction and growth of TradeRocket. In 2013, Jim organized and led a syndicate that provided TradeRocket with its initial funding. Jim's career in Financial Services Technology, Big Data and Analytics spans over 25 years.

Jim was the founder of Visionary Systems, Inc. (VSI), an applications service provider of enterprise level decision engines for credit underwriting and fraud applications. Through Jim's leadership VSI grew to #15 on the INC 500® Fastest Growing Privately Held Companies list for 2002. In 2004 Jim and team orchestrated the sale of VSI to TransUnion, LLC, a leading credit reporting agency.

Jim was a partner with the founders of CompuCredit Corporation (NASDAQ:CCRT) a leading credit issuer specializing in the under-served marketplace. Jim advised CCRT as its acting CTO and chief technology strategist through its 1999 IPO, an explosive period of growth when CCRT saw its market cap grow to \$1.5B.

Jim received his BBA from the University of Cincinnati in 1985 with a double major in Information Systems and Finance. Contact Jim at: <https://www.traderocket.com>.



Wendy Glavin is Founder and CEO of *Wendy Glavin*, a marketing communications, public relations, social and digital media agency in New York City. Wendy is a 20-year veteran of corporate, agency, consulting, and small-business ownership. Her firm specializes in business-to-business (B2B), technology, financial services, SaaS, mobile apps, SMBs, startups and entrepreneurs. Wendy's expertise is in content marketing, marketing strategy, branding, customer-centricity, social and digital marketing, public relations and customer journey mapping.

Wendy is a published writer and guest speaker at companies and universities. She holds a BA in Communications. Contact Wendy at: <https://www.wendyglavin.com>

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