

Run it by the Buyers Recap September 2022

Save the date for our next RIBTB on February 22nd 2023

We recently completed our 10th Run It By The Buyers (RIBTB) event on the afternoon of September 15th at Comcast's Regional Headquarters in The Battery Atlanta. This was our best-attended event to date with more than 100 attendees, including nine sellers and ten buyers. The program was followed by a lively reception at Punch Bowl Social, sponsored by Briteris.

Don't forget to save February 22, 2023 or register for our next event!

9/15 PARTICIPANTS

Sellers

- Varun Murthy, Head of Product, **Keep Financial**
- Per Dahlqvist, Global Head of Business Development and Sara Hafner, SVP Global Partnerships, **Liberis**
- Elizabeth Clubb, CEO & Co-Founder, **myFloc**
- Mark Lashmar, Vice President – Client Success, **RIBBIT**
- Anita Ward, Chief Development Officer, **Salary Finance**
- David Sulfridge, CEO, **Skyscend**

Past Seller Updaters

- Steve Villegas, SVP, Global Sales, **BitPay**
- Dave Excell, Founder, **Featurespace**
- Matt Pierce, Founder & CEO, **Immediate**

Buyers

- Heather Orrico, Sr. Director of Enterprise Sales, **Comcast**
- Mike Thibodeaux, Vice President of SMB Sales - Big South Region, **Comcast**
- Spencer Boice, Sr. Director, Strategy & Corporate Development, **Cox Enterprises**
- Maria Fernandez, Vice President, **Equifax**
- Nick Izquierdo, President, Global Strategy, **FLEETCOR**
- Matthew Hysong, Director, Financial Services, **The Home Depot**
- Michael Parlotto, VP, Emerging Technologies, **InComm**
- Neal G. Shah, EVP & Head of Enterprise Operations and IT Strategy, **Regions Bank**
- Kerel Fryar, VP, Innovation Communities, **Truist**
- Erin Stillwell, Head of TSYS Strategic Partnerships & Engagements, **Global Payments**



SOCIAL MEDIA FEEDBACK

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



We also loved hearing from some of our past presenter companies to see the progress they've made since participating at Run it by the Buyers - [Featurespace](#), [BitPay](#), [Immediate](#) ...see more



What an amazing afternoon at our last Run it by the Buyers event for the year!

We had our best turnout ever, with "seller" companies sharing their business cases and cutting edge technology for our group of "buyers": [Truist](#) [Comcast](#) [Wells Fargo](#) [FLEETCOR](#) [FIS](#) [Global Payments](#) [Inc.](#) [Regions Bank](#) [Cox Enterprises](#) [Equifax](#)

Big thanks to our presenting companies for sharing your story with us - [RIBBIT](#) [Salary Finance](#) [myFloc](#) [Liberis](#) [Keep Financial](#) [Skyscend Inc.](#)

Special thanks to [Comcast](#) for hosting us, and to our sponsor [Briteris](#)!!

[Marcelo Bernal](#) [Hillary Champagne](#) [Amelia Wainscott](#) [Per Dahlqvist](#) [Sara Hafner](#) [David Sulfridge](#) [Anita Ward](#) [Mark Lashmar](#) [Elizabeth Clubb](#) [Varun Murthy](#) [Steve Hassett](#) [Ali Raza](#) [Chris Stanley](#)

Save the date for 2/22/23! [#FinTechAtlanta](#) [#RIBTB](#)



Robert E. Daniel • 1st

1w ...

FinTech & Payments | Mentor and Advisor to Startu...

The line up of companies presenting was phenomenal and great group of industry folks to connect with yesterday. Can't wait till the next one in February!

Like · 4 | Reply



Per Dahlqvist • 1st

1w ...

Global Head Of Business Development at Liberis

Awesome event [FinTech Atlanta](#) 🙌 Thank you so much for inviting us present 🙏

Like | Reply



Kristina Arañas Morris • 1st

1d ...

Director of Innovation, ICBA

[Hillary Champagne](#) - this is 🙏 due to the efforts of the volunteers and work group leads - [Nelson Chu](#), [Kevin Kim](#), [Spencer White](#), [Steve Hassett](#), [Chris Stanley](#), and [Ali Raza](#) - and the board leadership's support. I

Like · 2 | Reply



Elizabeth Clubb • 1st

6d (edited) ...

Founder and CEO at myFloc

So much fun [Hillary Champagne](#) and the [FinTech Atlanta](#) team. Thanks very much for bringing us all together!

Like | Reply



Varun Murthy • 1st

1w ...

Head of Product at Keep Financial

It was an amazing event [Hillary Champagne](#)! Great to see such a vibrant FinTech ecosystem being fostered here in Atlanta.

Like · 3 | Reply



Kristina Jensen (She/Her) • 1st

1w ...

Experienced Analytics and Customer Success Executive | Expert...

Fantastic event yesterday - super inspiring and informative! Great job organizing and bringing everyone together - thank you!

Like · 3 | 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.

THE ORGANIZERS

RIBTB Events are put together by FinTech Atlanta's Innovate Work Group led by Ali Raza, Protiviti, Chris Stanley, SouthState Bank, and Steve Hassett.

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.