

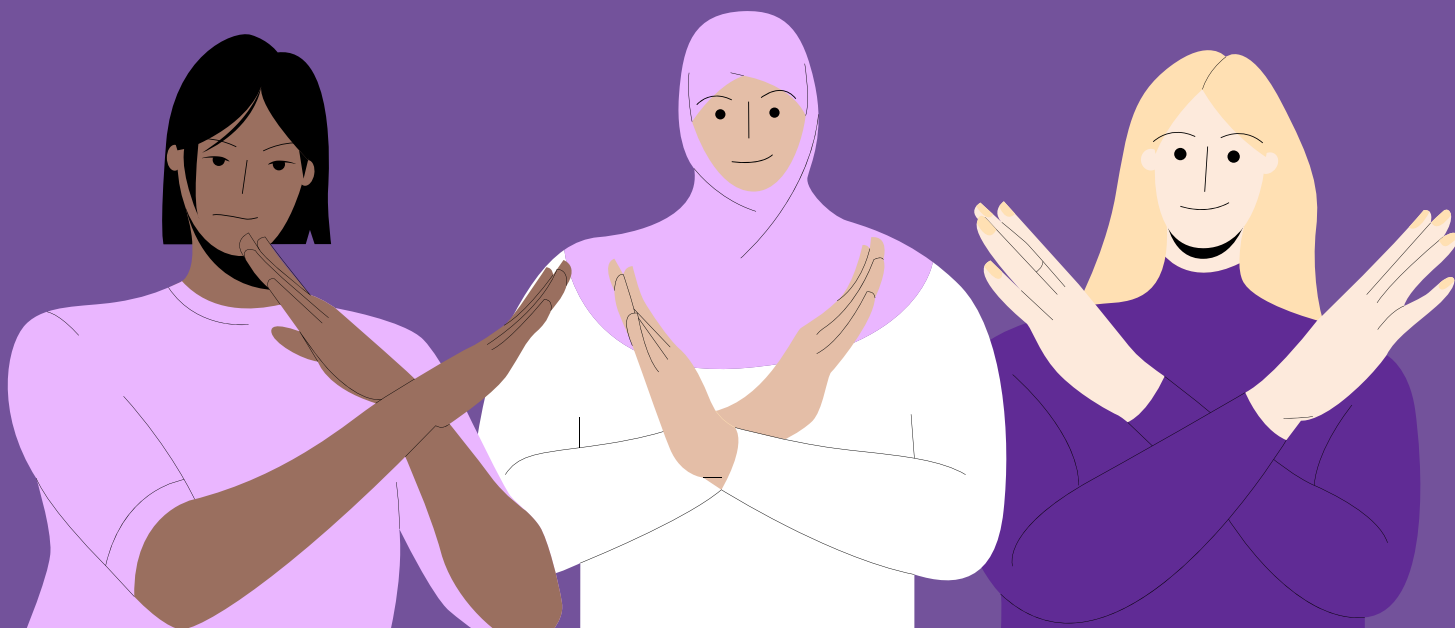


**BANKING
CIRCLE**

INTERNATIONAL WOMEN'S DAY

#BreakTheBias

8th March 2022



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It gives me pause for thought that in the 21st century, and with so much that has been achieved in terms of creating a world with more opportunity, we still need to call out the bias that exists in so many parts of our daily lives. Leading the global marketing for a business that is wholly focused on financial inclusion, I see it as my responsibility to always think about diversity and inclusion in every part of what I do personally, and what Banking Circle does as a business. I am proud and excited by the words and thoughts that are contributing to our International Women's Day campaign. We must #breakthebias."

Miranda McLean,
Global Head of Marketing,
Banking Circle





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Finance plus Choice is the RIGHT combination to address bias, discrimination and widespread exclusion. It is the right combination because it is POWERFUL. There is power in being able to Choose where you spend, where to invest and even HOW you choose to engage in capital transactions. The world of finance is full of choices, but without Financial Literacy, the gaps that drive bias deepen divides. Banks have cloaked the workings of ‘The Finance Machine’ from customers for so long.

Finance built to drive wealth at the human and community level can change that. Smart banks, digital banks, alternative finance providers see the value of an informed customer base. When banks embrace innovative partnerships with FinTech innovators they become agents of customer curation - they are FORCED to see the individual, and not just a blurred, dehumanized, market sector inhabitant.

This is how Banks can become part of the solution. Seeing customers in their authenticity creates a unique opportunity for engagement. The ‘customer’ becomes a person who needs finance to build a life for all of their life and not just an account holder represented by impersonal Megabytes of data in a cloud somewhere.”

Viola A. Llewellyn,
President & Co-Founder,
Ovamba Solutions, Inc.



To break the biases, we should dare to be different and regularly challenge ourselves to be bold and brave in order to effect meaningful and sustainable positive change in our industry to achieve gender equality”.



Christine Fullerton,
Controller, EU Acquiring,
PaySafe



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Fintech is growing rapidly and more people from diverse backgrounds are finding their way to this exciting industry. With that comes the need but also the responsibility to strive for diversity. I strongly believe that companies are as successful as their people and the strongest teams are diverse, with different opinions, mindsets and backgrounds. At Biller, everyone plays a role in creating an inclusive environment because we are all in and together is everything.”

Tamara Oudwater,
Head of Brand,
Biller



For women trying to break entrenched bias in finance, there are incredible opportunities in FinTech. It's certainly the case for us at YouLend. Our whole business model is based on making fair and effective financing decisions using objective data, and we're really aware of how bias can creep in at every step of the process. That thinking extends to every part of the organisation. There is true buy-in to the idea that bias gets in the way of real growth, so we watch out for it in how we hire, and how we sponsor women's professional growth."



Nada Chaker,
Head of Marketing,
YouLend

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FinTech brings cheaper, better and faster financial products to build markets. One key ingredient is missing – women. The first dataset of women’s representation in global FinTech by findexable finds a sector with 1 percent of women founders and 1 percent of venture capital reaching them, leaving half the world’s population unserved. We’re building a global coalition and the tools to measure, score and screen FinTech companies for diversity and making it easier for investors to find and fund them. Join the 30:30 target - 30% women in leadership roles by 2030.”

Denise Gee,
Director,
MagnaCarta Communications





Financial services is a truly exciting and challenging place to work. As a leader I have the responsibility to make fair unbiased decisions both on day to day but also when hiring new talents. I am really grateful to work for a company that support and encourages me to break the bias.”



Rikke Hartelius

Head of Payments/Clearing Engineering,
Banking Circle



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From the moment we enter adulthood (and often even before that), financial services can wield significant power over our lives - they can impact how and where we live, how much we can save or invest, what type of credit card (if any) we can get, whether we can secure a mortgage, the speed and extent to which we can grow our business, etc. As they say, with great power comes great responsibility and as a sector that impacts everyone every day, financial services have an important role to play in achieving a world free of bias, stereotypes, and discrimination. Whether it's a female founder or person of colour seeking investment for their start-up, a family living in a region prone to extreme weather events trying to get home insurance, a low-income individual trying to obtain a credit card to build up their credit history, or the numerous other examples in between, financial services need to be investing in ensuring the world is one where opportunity is universal, not uniform."

Valentina Kristensen
OakNorth

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While only 12% of global FinTech founders and co-founders are women, there was something alluring about the industry that drew me into it. I wanted to challenge old-school conventions when it comes to gender equality or rather inequality. I believe in a world where differences are valued and diversity is celebrated.

“It starts with our education system and continues in the workplace and communities. We can break the bias individually and collectively. Personally, I always wanted to pursue a career, where the potential for global expansion, innovations, and challenges was a driving force.

“I achieved this by staying motivated, working on my professional growth and standing my ground. And with this attitude, we can all tackle gender bias, discrimination and stereotyping and lead the way to a more diverse, equitable and inclusive world.”

Erika Maslauskaite,
CCO,
Nikulipe





We have a great industry, but how many individuals actually started at school thinking that this was the career they wanted when they grew up? Because many didn't even know it existed, and they believed the only opportunities in banking were high octane trading desks. Many of us stumbled into the payments industry through different channels and only when we got here did we see the potential opportunity. How does this help the future?

The industry has a great (albeit still only burgeoning) female leadership presence, but there's always room for more females in this industry. To #breakthebias we need to remember to look back..... what would we tell our 16 year old selves? Wouldn't it be good to take the industry to the future generation of female leaders 'women in payments for girls coming into payments' - to offer a hand down to the future generation and to carve a clear path into the industry. By reaching out to schools through STEM subjects and careers fairsso girls as well as boys can appreciate that payments isn't just about deal desk and trading in the big banks, that there is a wide variety of providers across the value chain and these all have positive employment opportunities and you can enter as a junior or via University graduate programme- there are opportunities for all.

And what about identifying future female talent? This helping hand needs to specifically focus on highlighting the types of roles.... profiling the value chain and providers and then offering mentorship opportunities; graduate programmes and talent incubator workshops. Additionally, companies providing sponsorship of school and educational academies and running innovation competitions. All aimed at allowing our children and educational establishments to grow talent for our industry through funding and collaboration, so children can see opportunity before they leave school.

#Breaking the bias needs to start by the leaders in the industry today supporting and nurturing the talent of tomorrow. Our female leaders are in a great position to positively nurture; influence and grow the future of payments."



Amanda Mickleburgh, Money 20/20 Rise Up Academy cohort 2021; MRC European Advisory Board Member
@Merchant Risk Council & Director Product - Merchant Fraud - ACI Worldwide

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What has been fantastic in the past few years is how Financial Services companies have stepped up to commit to progress and are putting hard initiatives around it. But like pretty much all other sectors we need to go faster not just because it is the right thing to do, which of course it is, but because we know as fact that businesses that do break the bias are stronger and more successful businesses. So, the question is why is this such difficult progress to achieve? It needs to get more action from the very top of every organization, as critical an imperative as the financial goals, harder targets need to be in place and real money i.e more elements of compensation need to get targeted at it then I think we will see a real jump in progress."

Tracey Davies,
President,
Money2020





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FinTech innovations have lowered barriers to banking services across the world, helping bridge the gender gap in financial inclusion. As we celebrate women, let's encourage creativity and disruption in financial services, which will empower more women to make their own decisions in all areas of life, standing up against gender bias."

Deborah Thompson,
Head of Performance Marketing,
Banking Circle



We need to break the bias and open up to the beauty and the opportunities our diverse world has to offer. In the financial industry we understand that finance is very personal as it makes or breaks dreams and ambitions. There is no one size fits all, there never was and there never will be. So we need to be diverse and inclusive in the way we think, operate and interact. Only then are we able to really understand what drives people, offer the product and services they need, help them prosper and build a more equal inclusive society and economy for all.”



Esther Groen

Executive Board EWPN and
Board Advisor Holland Fintech



At BCB Group we are incredibly proud of our vibrant, diverse employees, but we want more women in top positions. Our diversity makes us who we are, and we believe that the greater opportunity for women at BCB, the greater the opportunity for our business as a whole.

"Gender imbalance is not just a fairness issue. It's a business issue. As an industry, we are seeing how greater diversity creates a positive culture, heightens creativity, helps uphold ethical standards and drives critical business metrics including customer satisfaction. Breaking the bias ultimately drives better business, and that's an argument any all-male board should be able to understand.

"The glass ceiling in banking is developing cracks, but remains largely intact. Despite high intake of women into financial services at graduate level, the industry bias and non-inclusive environment is betrayed by the poor accession of women to top leadership positions. We need to look outside to see best practice and for inspiration on how to smash that ceiling and open up accelerated growth for our amazing women.

"The biggest issue with a glass ceiling is that it's very hard to see when you are standing on it. Breaking the bias is both men's and women's work. It's an urgent priority across the financial services industry therefore to educate everybody, regardless of gender, of the commercial and ethical imperatives for change, starting at the top."

Sarah von Landsberg-Sadie,
Head of Impact and Performance,
BCB Group



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How financial services operate influences a woman's ability to lower financial risk, access credit, increase savings, optimise earnings, make investments. Getting it right enables women to open and run businesses, thereby enabling them to multiply the financial benefits of any income attained, further contributing to their bargaining power and social status. It's a virtuous circle. Financial empowerment is at the centre of eliminating social and structural bias and it is our responsibility working in this industry to recognise – and act - with that in mind."

Livia Benisty,
Head of Business AML,
Banking Circle





In the world of Payments/FinTech we have an opportunity to create a diverse and inclusive industry where difference is valued and we break down barriers. I continually examine my own biases and have benefited from many years supporting others as an ally, mentor and sponsor not only within my businesses but across the industry. We all need to be champions in our businesses, and across the industry ensuring we are in a world where difference is valued. I think this is even more important with all that is happening in the world today particularly the for the women of Ukraine and Russia.”



Andrea Dunlop,
The Access Group



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I'm passionate about ensuring that we have more female role models in the financial sector for our future generation. Outreach must extend to schools and colleges, to support learning opportunities in young people and expose girls of all backgrounds to the role of financial products and services, and the benefits they bring. A world free of bias is not only good for society as a whole, but also good for business. When everyone has an equal opportunity to succeed, we all benefit."

Annelleise Brookes,
Head of Marketing,
B4B Payments



Find your voice and don't ever
be silenced: speak up for equity,
humanity and the freedom to be
who you want to be"



Silvia Mensdorff-Pouilly,
SVP & Head of Sales, Europe,
FIS

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Financial services has a responsibility to #breakthebias and ensure the products and services it offers are inclusive and free of bias. However, that will only happen when financial institutions themselves become inclusive and free of bias. I call out bias in the workplace when I see it, and being an independent consultant at Hourglass Innovations allows me to give voice to the bias and provide an objective perspective."

Alexa Fernandez,
Fintech & Innovation Advisor,
Hourglass Innovations

