



# FINTECH 2015



## Top 100 Brands & Individuals

An exhaustive list of thought leaders, including Firms, Media Outlets, Industry Blogs and Professionals.



# inside



Methodology



Comparison



Network Maps



Top 100 Lists



Key Insights

# methodology

The PageRank based methodology we use to extract influencers on a particular topic (tweets mentioning fintech in this case) takes into account the number and quality of contextual references that a user receives.

These calculations are independent of a user's number of followers, but we do filter our lists based on how much a user is engaged in the conversation.

If you want to learn more, read our article that outlines influencer identification.

[take me there](#)

# BIG

the  
data



90  
days



1,018,795  
tweets



117,358  
users



482,371  
engaged tweets

# Interactions between Influencers in the Fintech discussion



This map was created using our Influencer Relationship Management software.

[Learn More](#)

# Interactions between Influencers in the Fintech discussion



This map was created using our Influencer Relationship Management software.

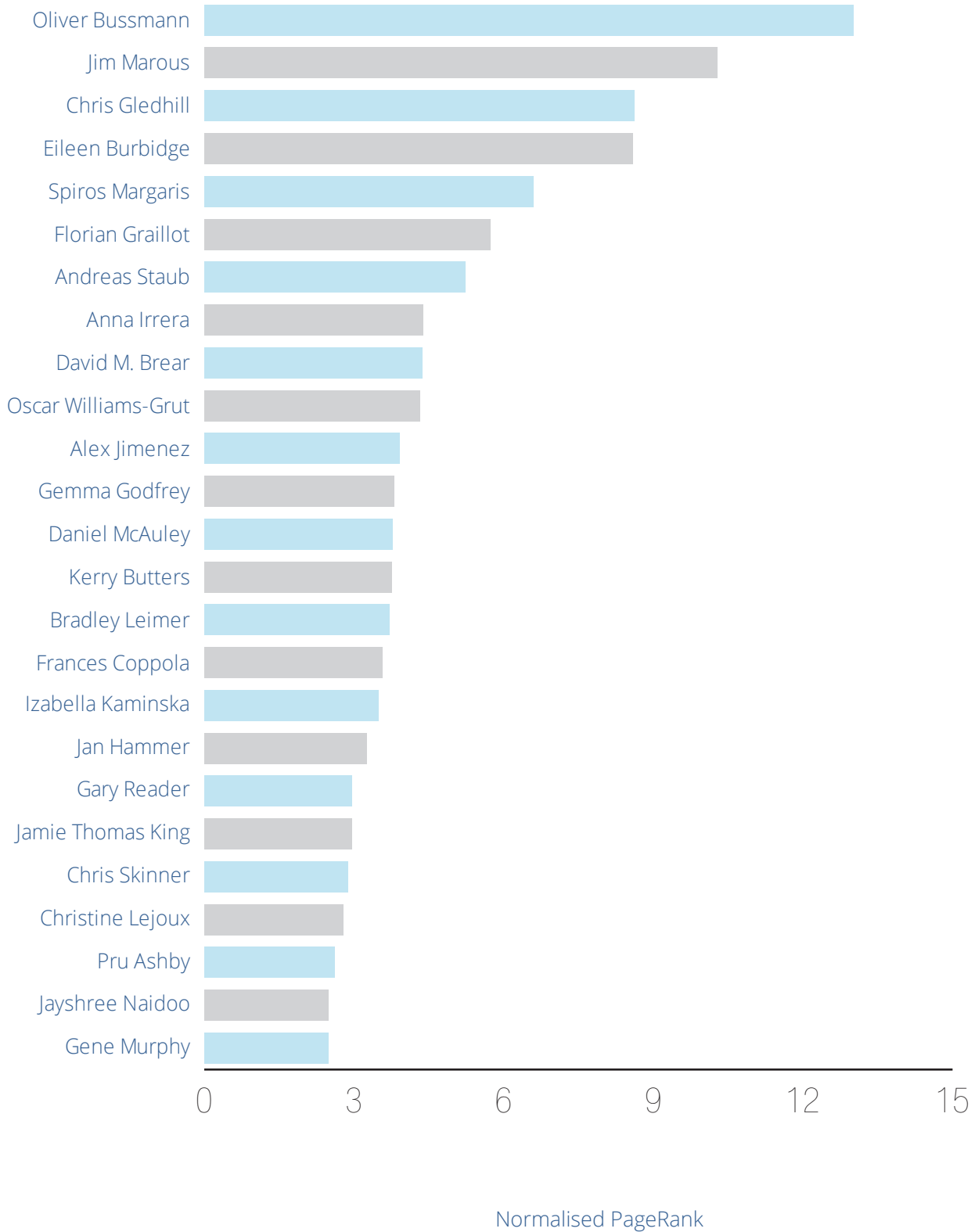
[Learn More](#)



Individuals  
**Top 100**

# How do they stack up?

## INDIVIDUALS - TOP 25





# INDIVIDUALS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Oliver Bussmann	obussmann	13.01
2	Jim Marous	JimMarous	10.28
3	Chris Gledhill	cgledhill	8.62
4	Eileen Burbidge	eileentso	8.58
5	Spiros Margaris	SpirosMargaris	6.60
6	Florian Graillet	FGraillet	5.73
7	Andreas Staub	andi_staub	5.23
8	Anna Irrera	annairrera	4.39
9	David M. Brear	davidbrear	4.37
10	Oscar Williams-Grut	OscarWGrut	4.32
11	Alex Jimenez	RAlexJimenez	3.91
12	Gemma Godfrey	GCGodfrey	3.80
13	Daniel McAuley	alphafishing	3.78
14	Kerry Butters	kesbutters	3.76
15	Bradley Leimer	leimer	3.71
16	Frances Coppola	Frances_Coppola	3.57
17	Izabella Kaminska	izakaminska	3.49
18	Jan Hammer	janatindex	3.25
19	Gary Reader	GaryReader_KPMG	2.96
20	Jamie Thomas King	@j_t_king	2.95
21	Chris Skinner	Chris_Skinner	2.88
22	Christine Lejoux	ChLejoux	2.79
23	Pru Ashby	PruAshby	2.61
24	Jayshree Naidoo	jayshnaidoo	2.49
25	Gene Murphy	genemurphy	2.49
26	Vala Afshar	ValaAfshar	2.44
27	Erol Kazan	ErolKazan	2.32
28	Huy Nguyen Trieu	Huynguyentrieu	2.19
29	Harriett Baldwin	HBaldwinMP	2.15
30	Sam Maule	sammaule	2.08
31	Jess Williamson	JessInBlue	2.04
32	Olivier Goy	oliviergoy	2.02
33	Maria Aspan	mariaaspan	2.01
34	Sebastien Meunier	sbmeunier	1.88
35	Jean-Pierre Buntinx	jdebunt	1.79
36	Augustus Loi	augustusloi	1.79
37	André M. Bajorat	ambajorat	1.75
38	Chance Barnett	chancebar	1.68
39	Mary Wisniewski	MaryMWisniewski	1.65
40	Tom Lytton-Dickie	TomLyttonDickie	1.65
41	Lars Markull	LarsMarkull	1.65
42	anujnayar	anujnayar	1.62
43	Simon Taylor	syttaylor	1.61
44	Peter Vander Auwera	petervan	1.60
45	Jenny Fielding	jefielding	1.55
46	Adam Nanjee	adamnanjee	1.52
47	Michael Mellinghoff	Mellinghoff	1.50
48	Ian Renwood	IRenwood	1.50
49	Brett King	brettking	1.45
50	Richard	blockchainbros	1.43

# INDIVIDUALS 51-100

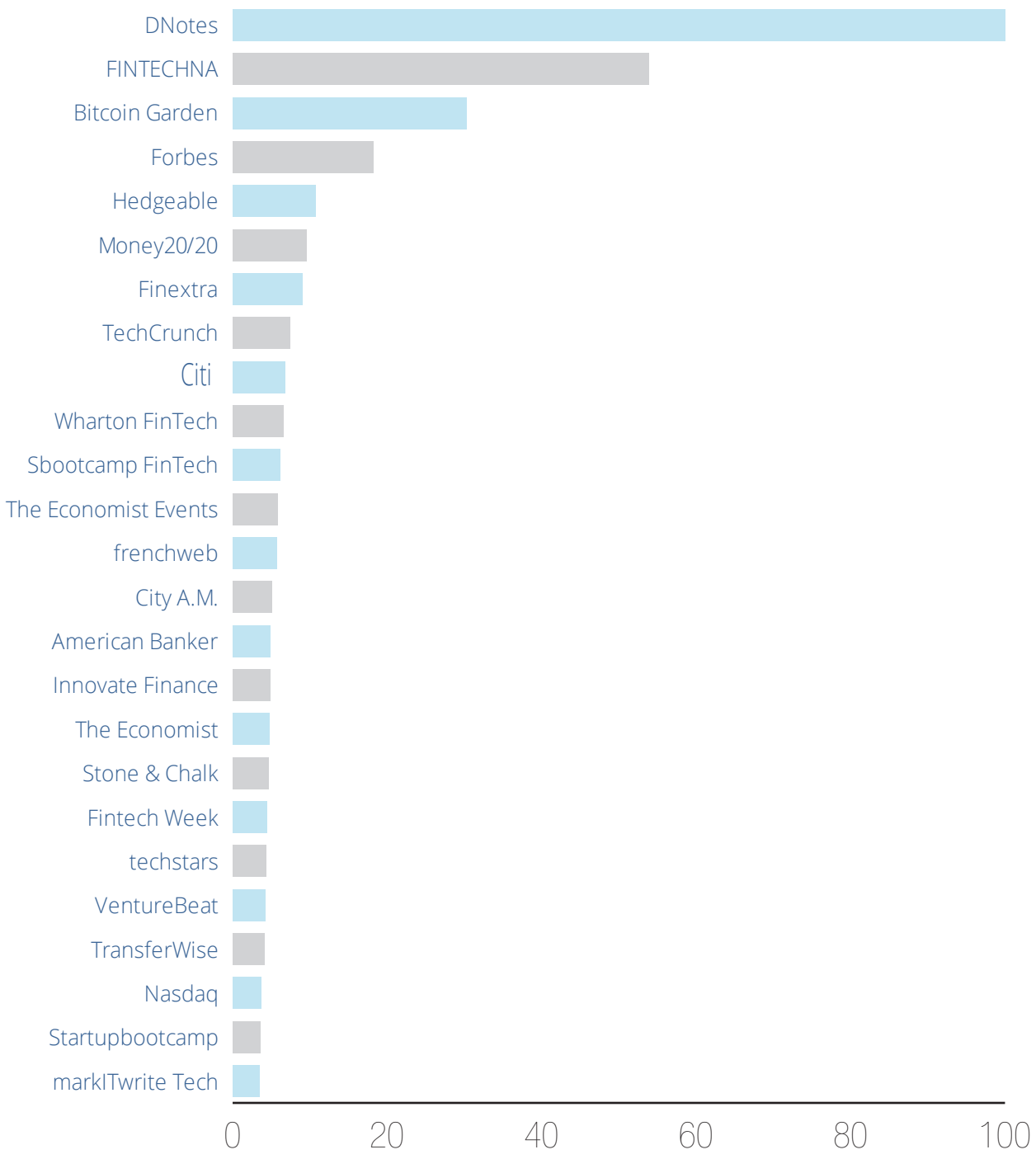
Rank	Name	Twitter Handle	Influencer Score
51	Duena Blomstrom	DuenaBlomstrom	1.43
52	Amit Goel	amitTwitr	1.41
53	Dave Birch	dgwbirch	1.34
54	ronan le moal	ronanLM	1.34
55	Marc P. Bernegger	marcpbernegger	1.33
56	Arvind Gupta	buzzindelhi	1.30
57	JAMSO	jamsovaluesmart	1.28
58	Rebecca Menat	RebMelMen	1.28
59	Celine Lazorthes	CelineLz	1.26
60	Philippe Gelis	Pgelis	1.23
61	Jon Matonis	jonmatonis	1.21
62	Kristo Käärmann	kaarmann	1.20
63	Bill Sullivan	WFSULLIVAN3	1.20
64	howardlindzon	howardlindzon	1.19
65	Elizabeth Lumley	LizLum	1.18
66	Shai Goldman	shaig	1.13
67	Peter Barkow	BarkowConsult	1.10
68	Mariano Belinky	belimad	1.08
69	Steve McLaughlin FTP	FTPpartners	1.07
70	Hartmut Giesen	hartmut_giesen	1.07
71	Christophe Langlois	Visible_Banking	1.05
72	David Gerbino	dmgerbino	1.05
73	Forrest Woodchipper	MarcHochstein	1.05
74	Benoît Legrand	_benoitlegrand	1.04
75	Markus Gnirck	mgnirck	1.04
76	Russ Shaw	RussShaw1	1.03
77	Daryl Wilkinson	DarylHobbes	1.00
78	claire calmejane	ccalmeja	0.99
79	Menno van Leeuwen	MennoVL	0.98
80	Alessandro Hatami	ahatami	0.97
81	Christine Duhaime	cduhaime	0.95
82	RajeevGM	rajeevgm	0.92
83	Simon Dixon	SimonDixonTwitt	0.91
84	Nektarios Liolios	neklolios	0.91
85	Matteo Rizzi	matteorizzi	0.90
86	rshevlín	rshevlín	0.90
87	Peter Rudegear	rudegear	0.88
88	J.P.	jpellis	0.86
89	Jesse Podell	Jessepod	0.86
90	Sean Park	parkparadigm	0.85
91	James Evers	eyersj	0.84
92	Michael Kitces	MichaelKitces	0.83
93	Christina Kehl	extrablatt	0.82
94	Sallie Krawcheck	SallieKrawcheck	0.82
95	Linda Swart	LinVlinder	0.82
96	Louise Beaumont	LouiseHBeaumont	0.82
97	David Galbraith	daveg	0.82
98	Emmanuelle Leneuf	FlashTweet	0.80
99	Rob Moffat	robmoff	0.78
100	Rebecca Lynn	VCRebecca	0.76



# Brands **Top 100**

# How do they stack up?

## BRANDS - TOP 25



Normalised PageRank

# BRANDS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	DNotes	DNotesCoin	100.00
2	FINTECHNA	fintechna	53.92
3	Bitcoin Garden	BitcoinGarden	30.32
4	Forbes	Forbes	18.20
5	Hedgeable	Hedgeable	10.69
6	Money20/20	money2020	9.52
7	Finextra	Finextra	9.05
8	TechCrunch	TechCrunch	7.40
9	Citi	Citi	6.81
10	Wharton FinTech	whartonfintech	6.52
11	Sbootcamp FinTech	sbcFinTech	6.10
12	The Economist Events	TheIdeasEconomy	5.84
13	frenchweb	frenchweb	5.75
14	City A.M.	CityAM	5.11
15	American Banker	AmerBanker	4.90
16	Innovate Finance	InnFin	4.86
17	The Economist	TheEconomist	4.78
18	Stone & Chalk	stoneandchalk	4.68
19	Fintech Week	FinTechWeek	4.38
20	techstars	techstars	4.33
21	VentureBeat	VentureBeat	4.22
22	TransferWise	TransferWise	4.12
23	Nasdaq	NASDAQ	3.71
24	Startupbootcamp	Sbootcamp	3.58
25	markITwrite Tech	markITwrite	3.52
26	Let's Talk Payments	LetsTalkPaymnts	3.52
27	UKTI	UKTI	3.51
28	FinTech HK	FinTechHK	3.51
29	Finovate	Finovate	3.43
30	CoinDesk	coindesk	3.43
31	CCEDK ApS	CCEDK_	3.40
32	PWM	FT_PWM	3.38
33	finteCH zurich	finnovationCH	3.32
34	Minh Q. Tran	Minh_Q_Tran	3.29
35	SAN InnoVentures	SanInnoventures	3.01
36	UBS	UBS	2.98
37	Finance2.0 - FinTech	finance20ch	2.82
38	Data Natives	DataNativesConf	2.79
39	Bloomberg TV	BloombergTV	2.77
40	Level39	Level39CW	2.75
41	Prosper Loans	ProsperLoans	2.72
42	Dataconomy	DataconomyMedia	2.72
43	CommonBond	CommonBond	2.70
44	LaTribune	LaTribune	2.70
45	payname	payname	2.67
46	Tech in Asia	Techinasia	2.59
47	France FinTech	FranceFintech	2.59
48	Fintech Switzerland	FintechCH	2.57
49	Xignite	xignite	2.53
50	The Financial Brand	FinancialBrand	2.53

# BRANDS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	Bitcoin News Stream	bitcoinagile	2.51
52	Kantox	kantox	2.51
53	FutureAdvisor	FutureAdvisor	2.44
54	Finance Magnates	financemagnates	2.39
55	Yodlee	Yodlee	2.36
56	FinTech Ireland	FinTechIreland	2.34
57	AXA Factory	AXAFactory	2.33
58	Fintech	Fintech	2.32
59	Inc.	Inc	2.26
60	SoFi	SoFi	2.25
61	SiliconRepublic	siliconrepublic	2.25
62	FinTechInnovationLab	FinTechLabLDN	2.23
63	AXA Strat. Ventures	AXAVentures	2.22
64	Fintech Review	_fintech	2.22
65	Digital Jersey	DigitalJersey	2.19
66	Thomson Reuters	thomsonreuters	2.18
67	Innotribe	Innotribe	2.17
68	Michael Riedler	michaelriedler	2.16
69	AXA Lab	AXALab	2.15
70	Venture Scanner	VentureScanner	2.12
71	FINTECH Circle	FINTECHCircle	2.08
72	BitPay	BitPay	2.02
73	BankNXT	banknxt	2.00
74	HolyTransaction	holytransaction	1.97
75	a16z	a16z	1.96
76	Partnership for NYC	Partnership4NYC	1.96
77	Lending Club	LendingClub	1.96
78	SetPay España	SetPay	1.85
79	Leetchi	Leetchiweb	1.85
80	FinTech Journal	FinTechJournal	1.84
81	Silicon Valley Bank	SVB_Financial	1.83
82	Maddyness	bymaddyness	1.80
83	Factom	factomproject	1.80
84	ArtByteMe	ArtByteMe	1.79
85	CB Insights	CBinsights	1.77
86	Kabbage	KabbageInc	1.75
87	NXTinfo.org	nxtinfoorg	1.75
88	Ripple	Ripple	1.72
89	Sibos	Sibos	1.72
90	OMERS Ventures	OMERSVentures	1.70
91	Tech City News	TechCityNews	1.69
92	Credit Suisse	CreditSuisse	1.69
93	Xconomy	Xconomy	1.69
94	Crowdfund Insider	crowdfundinside	1.68
95	Holland FinTech	HollandFinTech	1.65
96	Financial Review	FinancialReview	1.56
97	Bitcoin Rush	Bitcoin_Rush	1.54
98	bobsguidedotcom	Bobsguidedotcom	1.53
99	Bank Innovation	BankInnovation	1.53
100	Breaking Bank\$ Radio	Breakingbanks1	1.52

Check out all of our influencer lists on the Analytica Blog

B2BMarketing

IoT

BYOD

visit the blog

Big Data

Big Data and CX

ERP

Wearables

**IRM**

We build powerful Influencer Relationship Management software.  
Request a free demo and find out what IRM can do for your brand.

learn more about IRM

