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**Money 20/20 101:
Who to Land the
Interview With**

Getting media attention at Money 20/20 can be tricky – reporters' schedules book up quickly and the few slots that are available are being sought after by hundreds of companies (and their communications teams). Below are a few reporters who are likely to attend the event, what they're interested in and how to land an interview at one of the hottest events for all things money of the year.

Tips to make the most of out of Money 20/20

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Axios, Kimberly Chin

Kimberly Chin previously worked at Dow Jones and The Wall Street Journal where she focused on retail company earnings. Since her shift to Axios she focuses primarily on retail deals and innovation, but is also paying attention to economic indicators, consumer spending and how retailers will react to current market conditions. Like any reporter, she is also interested in the impact of generative AI on the retail space.



To land a pitch with Kimberly, get personal. Bring up her recent coverage, find a way to take the topics you feel comfortable speaking about and put them through her lens. She is always up for an informal chat and if all goes well, having a face-to-face introduction means she will not hesitate to reach out if she is working on a story where she thinks you may be a fit.

Bloomberg, Jenny Surane

Jenny has covered banking and payments news at Bloomberg, and recently stepped up to lead the outlet's finance team in the UK and Middle East. While she was focused on covering PayPal, Citigroup, and trends within Silicon Valley, now is a great time to get in front of her for news with a more international pull as she is building up her rolodex of new sources. When trying to land an interview with her at Money 20/20, moving quickly is of the essence. She'll look for a hard news hook to get her initial interest for an interview, so to stand out from the crowd of executives trying to meet with her, try to bring an exclusive hook to her.



Once you've gotten her interest, expedite! In our opinion, out of all the media who attend Money 20/20, her schedule generally books up the quickest. Her busy schedule means that if you land a slot of time with her at the conference, your team will need to move quickly to confirm, or you risk losing the spot.

Industry Dive, Lynne Marek

Lynne Marek is the lead editor for Payments Dive. She covers all things payments related. She's especially interested in credit card companies, fintech, and crypto. Recently, she's been covering funding and business expansion, and is a great target if you are going to Money 20/20 with any business growth news.



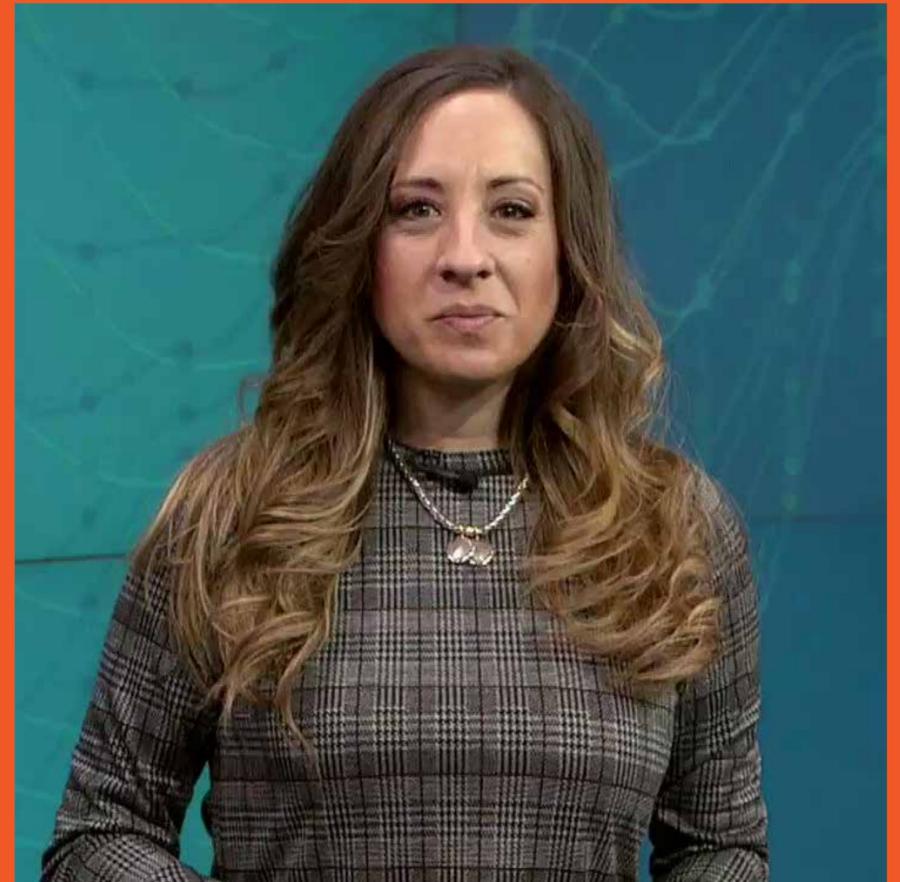
To land an interview with Lynne at Money 20/20, try to make soft news such as survey results or a recent company partnership into a bigger story on the momentum around the company.

Nasdaq, Jill Malandrino

Each year at Money 20/20, Jill Malandrino from Nasdaq attends to host her broadcast segment "Trade Talks."

This segment is only a few minutes long and she has a wide variety of guests on her show, from analysts to AI experts, and investors to founders. To land an interview at Money 20/20 with Jill, share examples of your previous broadcast experience and find a way to tie company news into what's going on across the broader market. She is a friendly reporter, who will agree to questions and topics ahead of the interview to make sure executives feel comfortable while on the show.

Jill's interview style is very warm and kind. She has a lot of experience in reporting, specifically in broadcast, and has a confident delivery of her questions. Jill knows the market landscape and is on top of current news and trends. She will be interested in what's happening in the world today and how companies are viewing the current unstable market.



S&P Global, Yizhu Wang

Yizhu Wang is a senior fintech reporter for S&P Global Market Intelligence. Yizhu covers the financial technology sectors, including digital banking and wealth management, payments, capital markets technology and cryptocurrencies. She reports breaking news and writes data analysis about capital markets activities, corporate strategy, and the latest regulatory developments in fintech.



Recently, Yizhu has been focused on covering FedNow, making her a great target for executives who can comment on payments policy and regulation.

Media to keep eyes on

While many reporters attend Money 20/20, a few other top reporters across the payments, consumer and fintech media landscape to keep eyes on include:

- Hugh Son, CNBC
- Erin Woo, The Information
- Peter Rudegeair, The Wall Street Journal
- Mark Walker, The Fintech Times
- Whitney McDonald, Bank Automation News
- Tanya Andreasyan, Fintech Futures
- Alex Lazarow, Forbes
- Lauren Goode, WIRED
- Alexandra Semenova, Bloomberg

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