



SCARLETT SIEBER

INTERNATIONAL SPEAKER • INNOVATOR • INFLUENCER

Scarlett Sieber is a respected leader, driving organizational change at startups and global enterprises alike. Most recently she was Vice President at USAA where she led the newly created business development initiative. Prior, Scarlett was Chief Innovation Officer of Opus Bank, a \$8B retail and commercial bank, where she led the digital strategy and transformation for Opus and its \$15B trust subsidiary, Pensco. During her time at BBVA, Scarlett was Senior Vice President of Global Business Development. In this role, Scarlett leveraged BBVA's assets to secure partnerships within the ecosystem accelerating the global innovation strategy within the US. Scarlett was also the US lead for BBVA's millennial initiative. Prior to BBVA, she was Chief Operating Officer and co-founder of data visualization tech startup, Infamous, whose clients include The London Olympics, Super Bowl XLVII, NFL Films, The Economist, Entertainment Weekly, The Guardian and USA TODAY. Outside of work, she is a contributor to the Huffington Post, Forbes, and WeWork. She is a NYC Fellow of Startup Leadership Program.

ONLINE PRESENCE



Scarlett writes on innovation and technology frequently, has been featured in industry publications and podcasts reaching millions, and has won over a dozen industry awards for her accomplishments and contributions.



PODCASTS

- “Climbing the Ladder: Mentorship & Sponsorship” with Ghela Boskovich
- “Building of a Consumer Banking Ecosystem” with Zack Miller on TradeStreaming
- “Innovation Inside Banks” with JP Nicols on Breaking Banks
- “FinTech Growing Globally” with Brett King & Breaking Banks
- “Diversity is Product Management” with Alpha UX
- “Banks Role in the Future of FinTech” with Dave Birch of Consult Hyperion

AWARDS

- Named “Women in FinTech Powerlist 2016” by Innovate Finance
- Named “Top 10 FinTech Influencers in US” by LTP
- Named “Women in Power Finance 100” by Kurtosys
- Named “Top 20 Innovators to Watch” by Bank Innovation
- Received “Rising Star” award from Global “Women in Payments” Group
- Named “Top 50 Most Influential in FinTech (Blockchain List)” by RichTopia
- Named “Top 50 FinTech Influencers You Should Follow 2016” by Jay Palter
- Named “Top 10 Most Followed FinTech Persons on Twitter” by FinTech Info
- Named “Top 50 Most Influential in FinTech” by Analytica
- Selected “Power Woman in FinTech” by Innotribe/SWIFT
- Won “Best Strategic Innovation Initiatives” award by Innovation Enterprise



PUBLICATIONS

PROFILE PIECE

USAA Recruits FinTech Veteran for Innovation Outreach

Token.ai Newsletter on Token Power Moves

Innotribe Innovation Essentials: Interview with Scarlett Sieber, BBVA

Opus Lands A Former FinTech Exec from BBVA

Sibos on Delivering a Personalized Customer Experience

Affinity on Inspirational Career Paths

BankNxt on Innovation in FinTech

Irish Tech News focusing on Women in Tech, NYC, FinTech, etc.

TechRepublic (picked up by Yahoo Tech)

FEATURED

American Banker in Women in Banking

CFTE, FinTech Foundation in 8 Hours

PR Newswire Quesnay Launches Inaugural Female Founders in Tech Competition Recognizing Female-led FinTech and InsurTech Startups

The Financial Brand on Lessons Pokémon Go Can Teach the Banking Industry

SEPA for Corporates on Millennials and Innovation

The Financial Brand on Selling to Millennials

American Banker on Survival Tips for FinTech Startups

Finance Magnates on Empire Startups NY FinTech Event

The Financial News on the Role of Women in FinTech

LA Times on the State of Women in Tech

Local NYC designer, Nicole Lenzen on Women Who Inspire

Huffington Post on Tips from Entrepreneurs (including Arianna Huffington)

Techopedia Article on the State of Women in Tech



SPEAKING

NEW YORK CITY

Panel: Financial Times Accelerating Digital Transformation

Panel: AI in Finance Summit The Impact of AI from an Investor's Perspective

Panel: S&P Big Decisions in Banking Transforming the Customer Experience Panel:
FinTech Rising Summit Big Banks and FinTech - Friend or Foe?

Fireside Chat: Finovate NYC 2017 InsurTech: Conversation with an Incumbent

Panel: NY FinTech Week on New York's Place in The Global FinTech Ecosystem

Panel: True Global Ventures Disruption in Banking the Future of Financial Services

Keynote: TradeStreaming MoneyConf Embracing New Directions as a Bank Judge:

HPE Living Process Challenge for Social Good Startups

Panel: NTT Data 2016 Innovation Day on Being Authentic in a Connected World

Class: Innovation Enterprise Field Study on How to Run a Startup Competition

Panel: CB Insights Future of FinTech Conference on Unbundling the Bank

Panel: Empire Startups on Tapping the Startup Ecosystem to Accelerate Growth

Panel: Columbia Business School on Corporate Entrepreneurship & Innovation

Panel: Empire Startups on 2016 Venture Capital FinTech Forecast

Keynote: Innovation Enterprise CIO Summit on Innovation in Banking

Panel: "FinTech Startups, Crowdfunding, and Marketplace Lending" NY Law

School Panel: CrowdFinance (run by Thompson Reuters) on Banks & Marketplace

Lenders Panel: Female Entrepreneurs in SAAS

Class: DogFish Accelerator on topic of Using Social Media to Connect with Investors

SAN FRANCISCO

Mentor: Lendit 2018 PitchIt

Judge: Bank Innovation DEMOvation Challenge

Panel: SaaStr on Big Arse Companies: Why They Buy from Startups

CHICAGO

Keynote Speaker: TechWeek Chicago on the topic of Banks Role in FinTech

LAS VEGAS

Breakout: The Financial Brand Forum 2018 on Transforming Financial Services:
Accelerating Your Innovation Program

SOUTH CAROLINA

Judge: Impact to Launch Wafford College Startup Competition

WASHINGTON, DC

Panel: Women In Payments on Innovation in Consumer Payments
New Enabling Technologies

MIAMI

Keynote: Emerge on BBVA's Role in FinTech

Panel: Angel Summit Americas on Corporate Startup engagement

SEATTLE

Panel: Bank Innovation Seattle on An Insider's Guide to Proof-of-Concepts

TORONTO

Canadian Innovation Exchange FinTech

Panel: Digital Finance Conference Financing Your Startup with Canadian VCs

SYDNEY

Keynote: CIO Strategy Summit on New Digital Business Strategy

Keynote: CIO Edge on Culture: How to Get the Masses to Buy In

Panel: Shaping New Business Paradigms and Creating the "Future of Work"

SINGAPORE

Multiple appearances: Sibos 2015 including panel on "Modern Payment Platforms
for Millennials", "How to Create and Sustain a Diverse Talent Pipeline", & SWIFT
Labs "How to Capitalise Innovation"

VANCOUVER

Panel: Digital Finance Conference on my role as Power Woman in FinTech

LONDON

Panel: Global Expansion Summit on the Digital Transformation of FI