

Wirex Power List: Celebrating the women of crypto

The 'Rising Women in Crypto' campaign was started by a group of passionate women working at Wirex, to recognise and celebrate the current women in crypto, as well as to encourage diversity in this flourishing sector.

Being one of the many diversity and inclusion champions on the Maddyne team I was delighted to hear that entries are now open for Wirex's Crypto Power List 2020.

Although the Wirex marketing team is 50% female, I know that this doesn't represent the whole industry. The numbers of female's working in the fintech industry are in infancy stage, because of the archaic female stereotypes that make women feel unwelcome and unfairly challenged. I passionately believe this NEEDS to change!

A study by Coindance showed that only 12% of those working in the blockchain are women, extending into those using crypto as well, as research into Wirex's own customer-base shows only 18% are women. I still find these numbers astonishing given the level diversity led campaigns in what I believed to be an inclusive sector, and I hope that Wirex are on a mission to change this!

The most important aim of this campaign is to produce authentic content that shows anyone regardless of sex or gender can work in or use crypto. Legitimising this by reaching out to the vast expanding network of women in

this field, whom are influencers in their own right and championing female representation in fintech and crypto. From the founder of the Crypto Curry Club, Erica Stanford, to the Managing Investment Partner of ConsenSys Investments, Min Teo, one thing that became overwhelmingly apparent was how passionate they are. This passion displayed through their active presence on social media and headlining at international conferences, they showcase their own and their peer's incredible achievements in the field.

Hearing the backgrounds and advice of the inspiring women I have met along the way shows the true purpose of initiatives like Wirex's. Recognition, celebration and encouragement, to empower and grow the pool of women in this sector. I highly encourage women around the globe to nominate themselves and fellow kick-ass female peer's.

Eligibility

Nominees should demonstrate potential, leadership skills, ambition, influence, great achievements and innovation, from which the best 10 will be selected in November 2020. Entries for the 'Rising Women in Crypto Power List' final 10 winners will be announced on the 2nd November.

Judging Panel

With first-hand experience and knowledge of what it takes to be an inspirational figure in the cryptocurrency and fintech arenas, the judges will be assessing nominees in terms of their achievements, potential, leadership skills, ambition, influence and innovation. The judges are considering women that have long-standing experience in the field, as well as those that may be new to the scene and developing.

Pavel Matveev, CEO and Co-Founder of Wirex, and one of the judges of the panel, explained that: "It's very exciting to be part of such an inspirational and relevant campaign, at a time when women in the fintech and cryptocurrency sectors should be praised for their achievements. We hope that Wirex and The Fintech Times are able to give these women a platform to be celebrated, and showcase some of the incredible women making waves in this space."

Dr. Ruth Wandhöfer, a Fintech Global 50 Influencer and also on the judging panel, went on to say: "I've been an advocate for women's involvement in the fintech and crypto spaces for many years, and I'm delighted to be invited to be a judge for this Power List. There's been an incredible selection of entries so far, and we hope that this only continues for the remainder of the competition."

Ruth Wandhöfer – Fintech Global 50 Influencer, former Global Managing Director at Citi, VC investor for fintech in Gauss Ventures, I-NED and advisor

Pavel Matveev – CEO and co-founder of Wirex, with 15 years experience in software development and IT management, and firm advocate of the mass adoption of cryptocurrencies

Jason Williams – CEO of The Fintech Times and Founder of the Fintech Power 50

Myrtle Ramos – Founder of Blocktides and Co-CEO of Sinofy, renowned for empowering women and youths through blockchain

George Coxon – Chief Operating Officer at the Nano Foundation and Director of Appia, on a mission to make the global economy equal and open to all

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