

About Leslie

Leslie Campisi is the Chief Marketing Officer of [Anthemis](#), a firm dedicated to cultivating change in financial services through investing in and building digitally native companies, and the Editor of [Hacking Finance](#), the storytelling platform that provides a new commons for the new financial services ecosystem. A veteran of the New York City startup community, Leslie is a sought-after speaker, writer and expert on the intersection of technology and communications and advises Anthemis' 80+ portfolio companies on their marketing strategies.

Prior to joining Anthemis, Leslie was Senior Vice President, Digital Practice Lead at [MSL](#) in New York City. In 2012, she launched [Hotwire PR](#) in New York and San Francisco as Managing Director, US, through to the agency's recognition as Best Technology PR Agency Worldwide by *Holmes Report* in 2014. Leslie began her career in PR at boutique technology firm, [Affect](#), where she left as Partner. While her agency career included running multinational communications programs for some of the world's largest technology brands, including [PayPal](#), [Rakuten](#), and [Indeed](#), her heart remains closest to entrepreneurs, having launched many early stage companies around the world.

Leslie's affinity for working with startups and scale-ups started in the late 90s, when she began her career working in-house as a marketer, content manager, and interactive producer at dot coms during the original tech boom and bust cycle.

A Louisiana native, Leslie holds BAs in Philosophy and Literature from [Loyola University New Orleans](#) and an MFA in Creative Writing from [The New School](#). She is a [Backstage Capital](#) and [Techstars](#) mentor and member of the [Museum of American Finance's Communications Executives Advisory Panel](#).

In addition to helping entrepreneurs tell their stories, Leslie is equally committed to wellness in the startup community. She is a RYT 200 Yoga Alliance certified yoga teacher and founder of the fintech yoga series, [Finyasa](#), and the current in-house instructor at [Rise New York](#), the Barclays innovation hub.

Leslie believes if you can change the story, you can change the world, and encourages marketers to use their position of influence to drive conversations around values, and purpose, inside the companies they call home. That means you. I'm talking to you.

Recent speaking appearances

2019 – *PSFK*, Anomaly & Hacking Finance, Democratizing Finance, Panelist
2019 – Empire Fintech Conference, New York City, [Startup Demos](#), Moderator
2019 – S&P Global Market Intelligence, Funding Dynamics in Fintech, Panelist (Webinar)
2019 – *Holmes Report* In2 Summit, [Breakthroughs in Tech: From Creation to Communication](#), Panelist
2018 – *Bloomberg* Women in Fintech Breakfast, Client Experience in Financial Tech, Panelist
2018 – Stocktoberfest East, [Changing Narratives in the Financial Services Ecosystem](#), Panelist
2018 – *Holmes Report* In2 Summit, [#MeToo and the Marketing Industry](#), Panelist
2018 – Hacking Finance, [Working It: The Labor Force in Literature and Beyond](#), Moderator
2016 – Financial Communications Society, [The Future of Financial Marketing](#), Panelist
2016 – Cognito Breakfast Series, [The Changing Landscape of Financial Marketing](#), Panelist
2015 – Communications Week, [Forging a Path to Innovation](#), Panelist

Recent press

2019 – *It's Nice That*, [Hacking Finance Presents the "Undercover Cool" Side to the Financial Industry](#)
2019 – *PSFK*, [Interview: How Media Outlet Hacking Finance Delivers Content for a Fairer Future](#)
2019 – *Holmes Report*, [Women See Gains in PR Leadership, but Power Remains Elusive](#)
2019 – *Holmes Report*, [The Challenges of Communicating Innovation](#)
2018 – *Rebank* podcast, [Is there a Role for Humans in Finance?](#)

2018 – *Tearsheet* podcast, [Why Fintech VC Anthemis Launched an Online Zine \(Kinda\) About Finance with CMO, Leslie Campisi](#)
2018 – *Holmes Report*, [The Innovator 25 Americas 2018, Leslie Campisi](#)
2018 – *Cheddar*, [Hacking Finance to be About More than Just Money](#)
2018 – *Breaking Banks* podcast, [The Tilted Field](#)
2017 – *Adweek*, [Will Allegations of Inequality at State Street Cast a Lasting Shadow over Fearless Girl?](#)
2017 – Instapage Advertising Influencers podcast, [Leslie Campisi, CMO at Anthemis Group on PR, Holistic Attribution, and the Information Age](#)
2016 – *Alleywatch*, [30 People in the New York City Fintech Scene You Need to Know About](#)
2016 – *Search Engine Journal*, [50 Awesome Women in Marketing to Follow](#)
2015 – *Hot Topics*, [The 100 Most Influential Tech PR Executives Globally](#)

Recent award recognition

2018 – *Holmes Report* Innovator 25 Americas honoree
2014 – *Holmes Report* Best Technology PR Agency Worldwide: Winner (Hotwire PR)

Affiliations

2017 to present, [Backstage Capital](#), mentor
2016 to present, [Barclays Accelerator, Powered by Techstars](#), mentor
2016 to present, [MOAF Communications Executives Advisory Panel](#), member