The royalty of insightful financial services content

<https://www.cuinsight.com/royalty-insightful-financial-services-content.html>

by BRYAN CLAGETT (@clagett), GEEZEO

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<https://twitter.com/JimMarous/status/808654024048340992>

<https://twitter.com/Clagett/status/808664308792037376>

LIST

1. @rshevlin
2. @jimmarous
3. @WFSULLIVAN3
4. @LisaKuhnPhilips
5. @stessacohen
6. @kingofpayments
7. @brettking
8. @Chris\_Skinner
9. @SpirosMargaris
10. @sammaule
11. @RAlexJimenez
12. @waupsh
13. @s\_ketharaman

ARTICLE

*In the PDF version of the article (CUINSIGHT-The-Royalty-of-Insightful-Financial-Services-Content.pdf), the entry related to S.Ketharaman is hidden behind the CU INSIGHT logo on page 3 and can be inferred only by performing a Search (Ctrl+F) command. Therefore, the content from the original version of the article is copy-pasted below.*

‘Tis the season. Yes, it’s that time of year for holiday celebration and reflection of the past 12 months. In 2016 we saw many lists produced of fintech and financial services influencers. How these lists are truly generated, is a mystery to most, including those of us that appeared on some of these lists.

With the above in mind, and with my desire to participate in this so-called sharing economy, I’d like to present you with [my own list](https://twitter.com/Clagett). Unlike other lists, I use no fancy, schmancy algorithms or Klout scores. I use my own proprietary personal enjoyment score (PPEScore\*) and take my list further, by providing a brief rationale for each individual named. These are people whose shares I value, enjoy or learn from, daily. I recommend them to you, without hesitation. Non have fragile egos, yet I must assure you, that they appear in no particular order:

Ron Shevlin – [@rshevlin](https://twitter.com/rshevlin) – King of Snark with an uncanny way of peeling back the fintech and finserv onion. Most likely to laugh at your Klout or Net Promoter.

Jim Marous – [@jimmarous](https://twitter.com/jimmarous) – Remarkably well connected, quick to share and dialed into the financial marketing and fintech space. Jim. sorry about those Indians!

Bill Sullivan – [@WFSULLIVAN3](https://twitter.com/wfsullivan3) Another Virginian, he’s on top of fintech news and is a go-to source of content and ideas, on Twitter and LinkedIn.

Lisa Kuhn Phillips – [@LisaKuhnPhilips](https://twitter.com/lisakuhnphilips)  Unique style of writing and a champion of promoting women in the space.

Stessa Cohen – [@stessacohen](https://twitter.com/stessacohen) My favorite analyst in the space, never self promoting, always engaging and very bright. Your best bet for an honest Philly Cheesesteak recommendation.

Christopher Danvers – [@kingofpayments](https://twitter.com/kingofpayments) A credit union guy, he’s always sharing the latest payment news.

Brett King – [@brettking](https://twitter.com/brettking) Truly, the King.

Chris Skinner – [@Chris\_Skinner](https://twitter.com/chris_skinner) If Shevlin was a Brit, he’d be Chris Skinner. Wit and a dose of snark. A global fintech player.

Spiros Margaris – [@Spiros](https://twitter.com/spiros) Margaris A king of fintech, blockchain and payment content. Most likely to utilize the space key on a keyboard so his tweets stand out.

Sam Maule – [@sammaule](https://twitter.com/sammaule) All around nice guy that often mixes up his fintech social shares with some praise of Arsenal football.

Alex Jiménez – [@RAlexJimenez](https://twitter.com/ralexjimenex) A guy that understands the role of conversation in social media. Somehow, he ended up in Utah.

John Waupsh – [@waupsh](https://twitter.com/waupsh) He’ll sit on the sidelines and strike when you least expect it. Pretty sure he has mastered the art of social media listening.

Ketharaman – [@s\_ketharaman](https://twitter.com/s_ketharaman)  Most likely to thank you for sharing his content. A true gentleman with world views from India. What doe the “S” stand for?

There are literally hundreds of other very worthy fintech and finserv influencers that you should follow. It’s really a remarkable community, if you are willing to participate in it.

Happy Holidays to all.

### [**Bryan Clagett**](https://www.cuinsight.com/author/bryan-clagett)

Bryan Clagett is a principle driver of Geezeo’s global marketing, brand and outreach efforts. Clagett joins founders Shawn Ward and Peter Glyman in establishing Geezeo as the premier personal ...Web:[**WWW.GEEZEO.COM**](http://www.geezeo.com/)

WHAT THE S IN S.KETHARAMAN STANDS FOR

[**sketharaman**](https://disqus.com/by/sketharaman/)

Here's the "straight from the horse's mouth" reply to the "What doe the “S” stand for?" question.

Long Answer: Almost all Indians follow the naming convention used worldwide: Firstname Lastname. Almost - with one exception being Tamilnadu, the state in India where I hail from. In most of this southern Indian state, people don't have a surname, so they use the first letter of their father's name before their given name. Ergo the S in "S.Ketharaman" stands for my father's name, "Swaminathan". That said, people from this state can't get away with their oddity once they move to other states in India or abroad. When I moved to then Bombay 40 years ago, the first question people asked me was "What's your surname?". I didn't have one, which Bombayites refused to believe since they follow the global naming convention. So I just expanded my father's name and placed it next to my given name to make it conform to the local standard. From then on I became "Ketharaman Swaminathan" and continued to use this name in my passport in India and other official identity documents like work / residence permit when I lived abroad from time to time. However, given my sales background, I prefer to use "S.Ketharaman" in my business card, social media profiles and in other "market facing" contexts. See "Short Answer" for reason!

Short Answer: The "S" in "S.Ketharaman" is meant to be a conversation starter!

Going by the present context, it seems to be working!