

CERTIFICATE OF ATTENDENCE

PRESENTED TO:

Mauricio Seixas

for attending the following event

North American FinTech Marketing Conference 2025

On **03/06/2025**

CPD Hours awarded **8**

**The Future of Financial Services and Technology Marketing Landscape:
Leveraging Tech-Enabled Growth to Drive Client Acquisition & Retention**

Delivered by

FinTech Marketing Community

BUSINESS-LED. PEER-POWERED COMMUNITY.

Fin.Tech
MARKETING

Certification details

Event Details

Event Title	North American FinTech Marketing Conference 2025	Event short ID:	Fintech B2B-25
Date of Event	03/06/2025	Expiry date:	No expiry
Learning Aims	- To explore current trends, technologies, and strategies shaping B2B marketing in the financial services and fintech sectors. - To provide attendees with practical insights, from senior business and marketing/sales leaders and real-world case studies. - To support professional development by examining evolving client expectations, regulatory demands, and digital innovation in marketing.		
Key skills	- Analysing fintech and financial services marketing trends - Applying data-led strategies to branding, content, and demand generation - Communicating with C-suite and board-level stakeholders - Navigating marketing compliance and ethical frameworks - Evaluating AI, MarTech, and automation tools for campaign effectiveness		
Outcomes	By the end of the event, participants will be able to: - Identify key shifts in fintech B2B marketing and client behaviour and communicate marketing value at a leadership level - Implement customer-centric and data-driven approaches to marketing strategy - Leverage emerging technologies to enhance marketing performance - Adapt messaging and campaigns to comply with industry regulations		
CPD Points/Hours	8		
Additional information	The Future of Financial Services and Technology Marketing Landscape: Leveraging Tech-Enabled Growth to Drive Client Acquisition & Retention		
Assessed	No		
DeliveryType	Conference		
Certificate ID	111943OKV422		

Certificate Provider Details

CompanyName FinTech Marketing Community

Company ID 111943

Company website www.fintechmarketingcommunity.com

Phone Number

BUSINESS-LED. PEER-POWERED COMMUNITY.

Fin.Tech
MARKETING

Company Profile The **FinTech Marketing Community** is an award-winning, global, peer-powered network that unites business and marketing leaders across B2B and B2C in financial services and technology. Our **all-in-one comprehensive platform** empowers members to expand their professional networks, share insights and best practices, access top-tier training and coaching, and accelerate career growth through a dynamic mentoring program.

Public Info

Team or unit name

Location

Find us on these social media links:



<https://www.linkedin.com/company/fintechb2bmarketing/>



Congratulations on Your Achievement!



*"In a world of constant change, let your lifelong learning leave enduring footprints."
- Marta Kalas, Founder, Open CPD*

You've reached a significant milestone in your professional journey by completing this course. Remember, every course you complete builds not only your expertise but also your ability to adapt and thrive in an ever-changing world.

What's Next?

- Share Your Success: Proudly display your certificate on LinkedIn, Facebook, or other social media to showcase your commitment to professional growth.
- Continue Your Journey: Explore further courses and opportunities. Continual learning is the key to ongoing success.
- Stay Connected: Join our community of continuous learners. Participate in forums and discussions to gain insights and share your experiences.

How we secure your certification?

Your certificate is a testament to your dedication and hard work. Keep it in a safe place and refer to it as you progress in your career.

- Your certificate is tamper proof and secured by web3 technology
- Your certificate can be verified on [Verify the content of CPD certificates](#) by entering your certificate ID 111943OKV422
- Your training provider is proud of your achievement. Their details can also be verified 111943

About Open CPD

We are one of the key steps that powers the change in lifelong learning. Training and event providers use our platform to create self-accreditation, issue and share information rich certificates and badges. They are responsible for the content, delivery, and value of these certificates. Open CPD does not verify the content or delivery of any course or event certificate. Instead, we offer the necessary tools and verification technology to make this process quick, transparent, and cost-effective.



<https://www.linkedin.com/company/open-cpd/>



<https://www.facebook.com/open.cpd.w3/>



<https://wa.me/+447881799262>



https://www.youtube.com/@Open_CPD



support@open-cpd.com



Powered by www.open-cpd.com

Date issued **12/06/2025**

