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purpose-banking-products can turn into intensely relevant and emotionally laden Money Moments built on data and empathy can't wait any longer, it's now or never for incumbent banks with GAFA and challenger banks breathing down their neck so it's time every retail bank sits their customer down, looks them in the eye and says "Right, now it's time for me to care about how you feel about your ...

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INTERNATIONAL KEYNOTE SPEAKER, AUTHOR, INFLUENCER, CREATOR OF EMOTIONAL BANKING™, FOUNDER and CEO of PeopleNotTech. Duena is the author of the book "Emotional Banking:

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Fixing Culture, Leveraging FinTech and Transforming Retail Banks into Brands". She is a serial entrepreneur and intrapreneur, a mentor for start-ups, a LinkedIn Top Voice, named an industry influencer in most lists, a Forbes contributor, a blogger with cutting-edge, unconventional and unapologetic opinion style, an ...

## **Duena Blomstrom | Keynote Speaker and Author**

Several influencers have covered this topic - Chris Skinner, Brett King, Ron Shevlin - and Duena Blomstrom has been focused 100% on Emotional banking in her work and with her

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book `Emotional Banking : Fixing Culture, Leveraging FinTech, and Transforming Retail Banks into Brands`. The core issue underpinning Emotional banking is the relationship we humans have with money.

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