

## Collin Canright

Collin Canright is principal of [Canright Communications Company](#), a Chicago-based technical communications firm that specializes in financial services and technology. Canright communicates complex financial technology strategies and solutions to executive and technical decision makers, translating technical and product details into solutions that provide business value. His strategy and operating experience spans sales, marketing communications, software development, and training.

Collin has worked with global financial institutions, community banks, hedge funds, FinTech startups, international IT firms, consulting firms, software developers, manufacturers, architecture and engineering firms, schools, associations, and publishers, including these capital markets, banking, and FinTech brands:



### KEY ACCOMPLISHMENTS

**Citadel.** Directed content strategy and development of the technical communications team. The team of four consultants developed and documented business and technical specifications, created user and server manuals, produced database documentation, and wrote release notes.

**Synechron.** Wrote content for one of the first major blockchain-technology marketing campaigns. Canright also produced product marketing materials for the technology firm's European regulatory compliance practice, as well as its banking and insurance practices.

**Northern Trust Company.** Consults with the Digital Asset Innovation team and documents new digital asset product and solutions for internal product and regulatory approval feasibility studies for new technologies, including artificial intelligence and machine learning. For the Front Office Solutions team, Canright produces communications to align new software development techniques (cloud computing) with existing business strategies and technology capabilities.

**SunTrust Banks.** Created marketing content for wholesale banking and treasury management teams. Earlier, Canright directed a team of technical writers to produce materials for the bank's first internet-based treasury management system, including specifications for cash management products.

**Investnet | Yodlee.** Researches and writes position papers and thought leadership for the data-aggregation provider. Topics include open banking, asset verification, chatbots, data intelligence, and FinTech collaboration between banks and software developers.

**Xignite.** Consults on communications for the market-data provider's products and firm.

### MEDIA AND COMMUNITY

Collin writes and publishes the financial technology blog FinTech Rising at [www.fintechrising.co](http://www.fintechrising.co) with a focus on bitcoin, blockchain, and digital asset stories with an institutional point of view. He also is published in *American Banker's* [PayThink](#) and [Independent Banker](#) and served as managing editor of *The Journal of Electronic Commerce*. He is a former writer of CASHFLOW magazine and EDI EXECUTIVE.

Collin is also an adjunct faculty member at the Wright Foundation, where he coaches emerging leaders and salespeople. He lives in Chicago with his wife and best friend, Christina. Their interest in media, film, and music had more than a passing influence on their daughter, Lilli. She recently completed her Master's in Fine Arts at the esteemed Tokyo University of the Arts.

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