

MAVEN
ADVISORY

Angi Milano

Bios for speaking engagements and workshops



Hope is not a strategy.

Long version

Angi Milano is a bilingual fintech GTM strategist with more than 15 years in financial services. She is the Founder of Maven Advisory and the co-founder of The GTM Loop, a growing community for operators, founders, and financial institutions focused on practical go to market strategy. Through Maven Advisory, she helps fintechs and FIs build clear, sustainable GTM systems rooted in real buying behavior and operational reality.

Angi's experience spans the entire financial services ecosystem. She led marketing and channel strategy at HSBC, Capital One, and Citigroup. She later moved into credit unions, where she managed online and mobile banking channels at BCU and Alliant. From there, she transitioned into fintech, where she scaled sales and partnerships teams, advised founders, and supported several high growth companies through six successful acquisitions. This combination gives her rare perspective on how financial institutions make decisions and what it takes for a fintech to earn trust in a regulated environment.

Her work centers on sales strategy, message market fit, revenue clarity, and helping teams build GTM processes they can run with confidence. She partners with early stage and growth stage fintechs, community banks, and credit unions, offering practical guidance based on real world FI decision making and day to day sales motion.

Angi is an advisor at RevTech Labs in Charlotte and an Entrepreneur in Residence at 1871 in Chicago. She also sits on the Advisory Board at FI Works and speaks and writes on fintech growth, GTM strategy, leadership, and FI buying behavior. Her personal story adds depth to her work. As a kidney transplant recipient and advocate for living organ donation, she approaches every engagement with resilience, empathy, and a sharp focus on what truly matters.

Angi lives in the Chicagoland area with her husband, her son, and her dog, Coco. She loves to travel, explore new places, and spend time in her garden.



Short version

Angi Milano is a fintech GTM strategist and the Founder of Maven Advisory, as well as the co-founder of The GTM Loop.

She brings more than 15 years of experience across the financial services ecosystem, including roles at HSBC, Capital One, Citigroup, BCU, and Alliant.

After moving into fintech, she helped scale revenue teams and supported six successful acquisitions.

Today, she helps fintechs and financial institutions build clear, practical go to market strategies rooted in real buying behavior.

Angi advises startups through RevTech Labs in Charlotte, serves as an Entrepreneur in Residence at 1871, and sits on the Advisory Board at FI Works.



Fintech-focused version

(6 Acquisitions)

Angi Milano is a fintech GTM strategist and the Founder of Maven Advisory, with deep experience helping fintech teams scale and navigate growth.

She has worked across multiple high growth companies and has been directly involved in six successful acquisitions, giving her a grounded perspective on how positioning, timing, and execution drive outcomes.

Angi also brings experience from major financial institutions, including HSBC, Capital One, Citigroup, BCU, and Alliant, which informs her practical approach to message market fit and sales strategy.

She is the co-founder of The GTM Loop and advises founders through RevTech Labs in Charlotte and 1871 in Chicago.



FI-Experience version

(Banks and credit unions)

Angi Milano is a fintech GTM strategist with extensive experience across banks and credit unions.

She led marketing and channel strategy at HSBC, Capital One, and Citigroup, and later managed digital banking at BCU and Alliant.

Combined with her work scaling fintech sales teams and supporting six acquisitions, she offers a unique lens into how financial institutions evaluate technology and how fintechs can sell more effectively.

As the Founder of Maven Advisory and co-founder of The GTM Loop, she helps fintechs and FIs build practical, sustainable go to market systems.

She advises founders through RevTech Labs in Charlotte, serves as an Entrepreneur in Residence at 1871, and sits on the Advisory Board at FI Works.



Event speaker bio

Angi Milano is a fintech GTM strategist and the Founder of Maven Advisory, where she helps fintechs and financial institutions build practical, sustainable go to market systems.

With more than 15 years in financial services, her career spans global banks like HSBC, Capital One, and Citigroup, as well as credit unions including BCU and Alliant.

She later moved into fintech, where she scaled revenue teams and supported six successful acquisitions across high growth companies.

Angi is also the co-founder of The GTM Loop, an Advisor at RevTech Labs in Charlotte, an Entrepreneur in Residence at 1871 in Chicago, and a member of the Advisory Board at FI Works.

She speaks on topics related to fintech strategy, financial institution buying behavior, revenue growth, and practical GTM execution.

Known for her clear, grounded approach, Angi brings real world insight and tactical guidance to every stage and conversation.



Podcast intro version

Today we're joined by Angi Milano, a fintech GTM strategist and the Founder of Maven Advisory.

She brings more than 15 years of experience across global banks, credit unions, and high growth fintech teams, including involvement in six successful acquisitions.

Angi helps fintechs and financial institutions build clear, sustainable go to market systems rooted in real FI buying behavior.

She is also the co-founder of The GTM Loop, an Advisor at RevTech Labs in Charlotte, an Entrepreneur in Residence at 1871 in Chicago, and a member of the Advisory Board at FI Works.

She lives in the Chicagoland area with her family and is known for her practical, grounded approach to GTM strategy.



One-liner bio

Angi Milano is a fintech GTM strategist, Founder of Maven Advisory, and co-founder of The GTM Loop, helping fintechs and financial institutions build clear, practical go to market systems.



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