



WOMEN IN FINANCIAL MARKETS™

Marketing & Communications Committee

Meet the Team



Katrina Allen
Senior Communications Advisor

Executive Vice President,
Communications, *Atlanta*

Katrina Allen is an Executive Vice President at Edelman, advising financial institutions, public companies, and asset managers on corporate reputation, executive positioning, and strategic communications.

She brings more than 20 years of experience counseling C-suite leaders and boards on investor communications, media relations, crisis management, and complex transactions, including M&A and shareholder activism.

Earlier in her career, Katrina was a senior writer and research editor at Euromoney Institutional Investor, covering the global asset management industry.





Vanessa Battaglia
WIFM Board Member

Senior Legal Counsel, Optiver, *London*

Vanessa is a Senior Legal Counsel at Optiver, where she serves as a key advisor on their OTC trading strategies.

She previously acted as Director and Assistant General Counsel at Bank of America, supporting the Strategic Equity desk. Prior to that, she was a Senior Counsel and a founding member of the Derivatives & Structured Products group at Travers Smith.

An active contributor to industry dialogue, Vanessa has participated in panels hosted by industry organizations, including ISDA.

She is also a passionate advocate for advancing women's representation in finance and law – and is committed to mentoring and supporting the next generation of talent.





Megan Martinez Moreno
Director

Global Event Marketing, *London*

Megan is part of the Marketing and Communications team at MUFG Investor Services, where she leads the Global Event Marketing function. She is responsible for designing and executing the firm's external proprietary events and industry conference strategy across key global hubs, as well as overseeing internal initiatives including leadership forums, global and regional town halls, and employee engagement events.

Her work focuses on positioning global event marketing as a strategic function that drives brand equity, client relationships, and commercial outcomes - whilst leveraging data, technology, and cross-functional collaboration to deliver measurable impact.





Lona Mozumder

WIFM Board Member

Managing Director, FIS, *New York*

Lona Mozumder is a Managing Director at FIS, where she leads strategic relationships with some of the world's largest financial institutions for their Capital Markets division. With two decades of experience across financial services, risk management, and data analytics, she has held leadership roles at the London Stock Exchange Group, Chicago Mercantile Exchange, where she drove sales growth in Optimization, Data, and Analytics across the Americas. Earlier in her career, Lona worked in derivatives sales and trading at Citi and BNP Paribas, covering a wide range of asset classes.

Lona is deeply committed to advancing women in financial markets and has served on the Board of Women in Financial Markets (WIFM) since 2014 and held officer positions like Vice President and spearheaded the organization's digital media strategy.





Julia Navarro
Marketing Leader

Account and Project Manager,
New York / Barcelona

Julia is an Account and Project Manager at Big Idea Advertising, with a background spanning marketing, strategy, and operations. She has led multi-channel campaigns across international markets, managing cross-functional teams and overseeing end-to-end execution.

Her work focuses on driving efficiency across marketing operations, bringing a structured, insight-driven approach to campaign management and delivery.

Julia is particularly interested in the intersection of marketing, technology, and analytics, and is increasingly exploring the role of AI in enhancing workflows, performance tracking, and strategic decision-making.





Theresa Paraschac
Senior Communications Advisor

Communications
& Thought Leadership, *New York*

Theresa is the founder of Durham Springs Strategies (DSS), a financial communications and public affairs firm. With a client base ranging from an early-stage start-up to a global leader in asset servicing, she provides strategic communications, stakeholder engagement, and U.S. government relations support. Theresa specializes in external communications that articulate, amplify, and protect an organization's brand and market position.

Previously, Theresa served as Executive Director of Global Government Relations at The Depository Trust & Clearing Corporation (DTCC), focusing on policy communications and global stakeholder engagement.





Tash Pitfield
Senior Associate Director

Event Marketing,
Design & Technology, *London*

Tash is part of the Marketing and Communications team at MUFG Investor Services, where she works within Global Event Marketing, specializing in design and event technology. She specializes in creating visually cohesive event experiences, and delivering end-to-end assets that span invitations, on-site materials, and digital content.

Alongside this, she utilizes event technology and innovative tools to enhance engagement, optimize processes, and support the seamless execution of global events.





Jenny Redlin
Director

Marketing Ops & Brand Management,
San Francisco

Jenny is part of the Marketing and Communications team at MUFG Investor Services, where she is responsible for Marketing Operations and Brand Management. She manages the firm's marketing technology ecosystem, leads reporting and analytics, and oversees website management, including performance tracking and optimization.

She also maintains brand governance to ensure consistency across all channels and focuses on improving marketing operations efficiency. Jenny is actively integrating AI into marketing activities to enhance workflows and insights.





Tracey M. Rinaldi
WIFM Ambassador

Wealth Partner, NerdWallet Wealth Partners
LLC, *New York*

Tracey is a Wealth Partner at NerdWallet Wealth Partners (NWWP), where she serves as a fiduciary advisor helping clients navigate holistic wealth planning and investment management. With over 20 years of experience in the industry, she brings a deep understanding of the intersection between law and finance to her work with individuals and families.

Prior to joining NWWP, Tracey served as an advisor at Capital Group. Her professional background is rooted in the legal sector, where she developed extensive expertise in derivatives. This specialized experience allows her to provide a highly technical and structured perspective when advising on complex financial landscapes and investment strategies.

Tracey is a passionate advocate for financial literacy and empowerment. She is committed to advancing women's representation within the financial services sector and dedicated to mentoring the next generation of talent in both finance and law.





Alexa Simone
WIFM Staff

Membership & Events Coordinator,
WIFM, *New Jersey*

Alexa is the Membership & Events Coordinator at Women in Financial Markets (WIFM), where she manages marketing initiatives and executes global events end to end. She develops marketing collateral and communications for WIFM's programs and events, manages the organization's LinkedIn page, CRM, and website, and supports the Trailblazers Program and Ally Program. Alexa also works closely with the EU/UK team to drive global membership growth and expand WIFM's global presence.





Bari Trontz

WIFM Board Member

Managing Director, Global Head
of Marketing & Communications, *New York*

Bari Trontz has over two decades of experience building brand equity and accelerating revenue growth for financial services and FinTech companies. As Global Head of Marketing and Communications at MUFG Investor Services, she oversees the firm's global marketing strategy, leading initiatives across brand and digital, corporate and product marketing, executive communications, internal communications, public relations, and global events.

Before joining MUFG, Bari held senior leadership roles at DTCC, where she led marketing efforts focused on brand visibility, client acquisition, and enterprise growth. She's led strategic communications to enhance reputation and influence, serving as a spokesperson during key market events, regulatory transformation, market reform, and M&A. She also chairs the WIFM Marketing & Communications Committee.

