SPEAKER FOR BANKING, PAYMENTS AND FINTECH · MUNICH

Alper Kagan Yildirim

Talks and workshops on growth, international expansion and value creation in banking, payments and fintech.

Your audience leaves with a clear framework. It helps them test the next market, the next product and the next growth bet with a cool head.



FOCUS
Growth and international expansion

INDUSTRIES
Banking, payments, fintech

LANGUAGES
German and English

FORMATS
Impulse, talk, workshop, panel

Speaking topics

OFFER

Growth across borders

Why the next market plays by different rules

> Which parts of a growth strategy can be carried over to a new market, and which have to be built locally?

AUDIENCE

Strategy, product and sales teams at banks, payment providers and fintechs, founder initiatives before their first foreign market, university and finance initiatives, and young professionals.

FORMATS

- Impulse talk, about 10 minutes
- Core talk, about 30 minutes, with discussion
- Workshop with an exercise on the grid
- Expert article

LENGTH

about 10 or 30 minutes, German or English

WHAT THE AUDIENCE TAKES AWAY

1. A lean grid to compare target markets by attractiveness, entry barriers and transferability, without false precision.
2. A clear split between levers that scale across borders and decisions on customer access, sales and product range that are made locally.
3. Why market entry can be planned in stages with clear checkpoints before budget and team grow.

Based on established internationalisation research and publicly available sources.

Formats and languages

Short impulse talk, core talk with discussion, workshop, panel, podcast conversation and expert article. Talks in English or German, on site or online.

OFFER IN PREPARATION

From secondary account to main bank

How digital banks win a larger share of their customers' financial lives

> How often does an account at a digital bank become a main banking relationship, and what decides it?

Three factors in focus

1. Salary deposits as the anchor of the customer relationship and the local conditions they require.
2. Regular everyday usage, from payments to recurring features.
3. Broadening the product range into saving, investing and lending.

Formats Expert article, Podcast conversation, Impulse talk · Length by arrangement

FURTHER TOPICS IN PREPARATION

From market analysis to growth decision · Comparing market opportunities without false precision

Growth with revenue quality · Prioritising new customers, usage and monetisation

Bio

Alper Kagan Yildirim is a strategy consultant based in Munich. His work centres on growth strategy, international expansion and commercial value creation, particularly in banking, payments and fintech. Before that, he spent about three years at a management consultancy in Frankfurt, most recently as a Senior Consultant, and founded his own B2B agency. He holds a BA in Economics from FAU Erlangen-Nürnberg, including a semester at National Taiwan University, and a part-time MSc in International Management from EDHEC Business School.



Appearances so far

Speech as cohort representative
Short speech as elected cohort representative at the EDHEC Business School graduation ceremony, October 2026.

Guest speaker at the faculty's centenary
Selected by the FAU faculty leadership as student representative.

Talk at Frankfurt School
Talk on the practical use of AI.

Education

MSc International Management, EDHEC Business School

BA Economics, FAU Erlangen-Nürnberg

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Note on use
The bio and topic descriptions may be used for announcements, programmes and reports on appearances. Further bios and a full-resolution press photo are available at alper-yildirim.com/en/press.

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