

Real business

10 women in finance and tech to have made it onto Forbes' top 30 under 30

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Forbes has once again published its top 30 under 30 list. From Goldman Sachs to Pinterest, women have left a strong mark on today's business and entrepreneurial world.



But who are the ones to have pushed this year's boundaries of finance and technology and make it onto Forbes' top?

1. Lucy Baldwin - 29, Managing director, Goldman Sachs

Baldwin headed Goldman's European consumer and retail equity research before becoming the director of Goldman's European research management team and serving on the investment review committee.

The 29 year-old is known for her knowledge of the global luxury goods industry.

2. Tracy Britt Cool - 29, Financial assistant to the chairman, Berkshire Hathaway

The Harvard Business School graduate is one of Warren Buffett's most trusted advisers and chairman of Berkshire subsidiaries, where she oversees more than 10,000 employees with combined sales over \$4bn.

3. Katie Keenan - 29, Principal, Blackstone Group

Keenan is a key player in the world's largest real estate investment management business. She helped initiate the Blackstone first mortgage lending programme, which closed \$2bn of originations in five months.

4. Carryn McLaughlin - 29, Vice president, JPMorgan Chase

At the age of 29, McLaughlin is the Vice president of JPM, managing a \$2.7bn book of business as wealth manager for real estate moguls and their families.

5. Tracy Chou - 26, Software engineer, Pinterest

Before emerging as a rising software engineer for Pinterest, Chou turned down an offer from Facebook to become a second engineer working for the company Quora. After graduating from Stanford, she interned at both Facebook and Google.

6. Kelsey Falter - 23, Founder, Poptip

Falter is the founder of Poptip, a company launched in 2012 which analyses social conversation through real-time polls. Poptip now works with big broadcasters and brands, including NBA and NFL.

7. Lisa Falzone - 28, Cofounder, Revel Systems

The co-founder of Revel Systems, Falzone helped create an iPad point of sale system used by chains such as Popeyes or Caesars. In 2013, Revel raised a staggering \$10m.

8. Alexa Hirschfeld - 29, Cofounders, Paperless Post

Alongside her brother James, Alexa Hirschfeld launched the company in 2009 to allow people to design their own stationery. Paperless Post is used by over 40m people.

9 and 10 Erie Meyer and Aminatou Sow -29, 28, Cofounders, Tech LadyMafia

Meyer and Sow cofounded Tech LadyMafia, a membership group and list-serv for women in technology to discuss projects, tips and accomplishments.

More powerful women will hit the stage at the London Marriott Hotel, Grosvenor Square on June 12, 2014 for the First Women Awards 2014.