

# Women in Crypto

What role are women playing in crypto in 2023?



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Every industry attracts people from all walks of life and from every demographic, and there has been a tangible effort by many companies and sectors to aim for more equal representation in terms of gender, race and sexuality. This push for equality in company make-up often means encouraging under-represented groups to become more involved and take up leadership positions to show influence in decision-making and attract a wider variety of applicants.

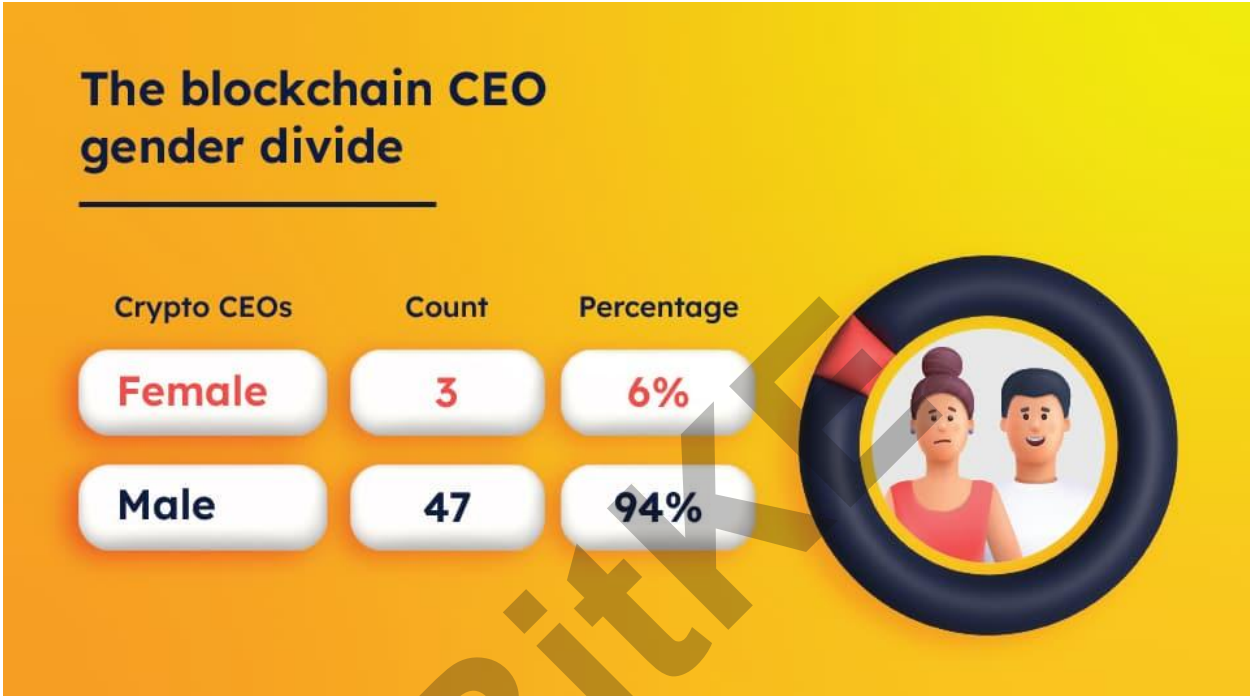
However, there are many industries where the balance between demographics is tipped one way or the other. While this does not necessarily mean that any discrimination is taking place, it can make an industry seem more difficult for people outside of the dominant demographic to really make it.

With this in mind, we wanted to explore the disparity in gender representation within the cryptocurrency and blockchain sector when it came to positions of leadership and influence. Is there an imbalance between the genders in the crypto industry? And is this affecting engagement from underrepresented groups, leading to lower interest in owning cryptocurrency?

**Influential Blockchain CEOs: A Gender Comparison**

We've looked at 50 CEOs of leading crypto and blockchain companies, and ranked them based on their online reach and influence. We will compare the number of male and female CEOs in this study, highlighting the 3 most influential CEOs of each gender.

## The Blockchain CEO Gender Divide



Crypto CEOs	Count	Percentage
Male	47	94%
Female	3	6%

Our analysis revealed a huge disparity between the number of male and female CEOs in the crypto and blockchain space, with 94% of CEOs in our study being male. This clearly suggests that the industry is currently dominated by men, the extent to which could be hurting the crypto movement in several ways.

This large gender imbalance indicates that either women aren't as interested in a career in the crypto sector, or that the sector seems impenetrable to many female workers. Having such a heavily weighted workforce in either direction could be detrimental as it represents a lack of neurodiversity, where different perspectives and ways of thinking can be utilized to push a business forward.

Additionally, marketing and business decisions made by companies with heavily imbalanced demographics could not appeal to consumers who belong to the underrepresented group.

Bitkye

# The most influential blockchain CEOs

Key: Male / Female Twitter Followers LinkedIn Followers CEO Influence Score /10

	Name	Company		CEO	CEO	Company	Company	
1	Changpeng Zhao	Binance	Male	8,100,000	47,711	10,200,000	673,418	9.90
2	Brad Garlinghouse	Ripple Labs	Male	700,400	80,076	2,600,000	312,015	9.69
3	Brian Armstrong	Coinbase	Male	1,100,000	17,320	5,600,000	649,278	9.55
4	Sumit Gupta	CoinDCX	Male	128,500	52,759	233,700	60,135	9.08
5	Jeremy Allaire	Circle	Male	119,100	15,197	118,000	73,315	8.57
6	Vlad Tenev	Robinhood	Male	211,900	5,969	1,100,000	246,978	8.32
7	Zac Prince	BlockFi	Male	72,000	10,388	165,400	71,832	8.27
8	Roham Gharegozlou	Dapper Labs	Male	87,500	9,778	142,500	39,729	7.70
9	Eric Demuth	BitPanda	Male	8,678	11,366	78,700	47,244	7.40
10	Nikil Viswanathan	Alchemy	Male	20,700	10,409	79,900	21,288	7.09
11	Ivan Soto-Wright	MoonPay	Male	12,400	9,194	102,800	30,269	6.94
12	Carlos Domingo	Securitize	Male	33,600	37,743	14,200	9,553	6.23
12	Johnny Lyu	KuCoin	Male	93,600	573	2,300,000	38,537	6.23
14	Paul Klanschek	BitPanda	Male	7,257	3,689	78,700	47,244	6.02
15	Michael Gronager	Chainalysis	Male	2,806	4,173	47,300	104,169	5.97
15	Ola Doudin	BitOasis	Female	6,550	4,901	37,400	45,166	5.97
17	Nathan McCauley	Anchorage Digital	Male	4,412	4,513	23,100	25,475	5.41
18	Raghu Yarlagadda	FalconX	Male	2,081	7,757	4,542	45,239	5.00
19	Ronghui Gu	CertiK	Male	1,918	2,276	209,900	15,502	4.85
20	Dave Balter	Flipside Crypto	Male	7,117	4,292	45,700	3,663	4.74
20	Michael Shaulov	Fireblocks	Male	0	9,776	10,700	44,462	4.74
22	Gene Hoffman	Chia	Male	22,800	2,105	99,600	3,546	4.54
23	Bojan Simic	HYPR Corp	Male	0	16,400	17,500	14,029	4.49
24	Pat Larsen	ZenLedger	Male	2,469	25,346	15,400	1,740	4.44
25	Charles Cascarilla	Paxos	Male	0	7,023	42,000	24,351	4.34
25	Paul Taylor	Thought Machine	Male	1,220	4,312	2,899	57,664	4.34
27	Kevin Maloney	iTrust Capital	Male	0	40,593	18,500	4,643	4.24
28	Denis Globa	TradingView	Male	0	1,003	617,700	48,493	4.19
29	Esteban Castaño	TRM Labs	Male	629	6,861	8,362	15,293	3.98
29	Dr. Mircea Mihaescu	Confirm	Male	1,596	3,559	18,800	11,770	3.98
31	Evgeny Yurtaev	Zerion	Male	4,342	2,936	107,800	2,102	3.93
32	Shawn Douglas	Amberdata	Male	3,105	14,744	4,121	2,504	3.88
32	Jor Law	PimeTrust	Male	1,127	4,805	5,055	16,658	3.88
34	Ambre Soubiran	Kaiko	Female	3,615	3,878	11,700	6,469	3.78
34	Ariel Seidman	Hivemapper	Male	5,499	3,928	16,100	2,929	3.78
34	Jon Lerner	CoinTracker	Male	947	3,056	57,000	6,204	3.78
37	Payson Johnston	Crowdz	Male	1,010	8,850	3,669	8,277	3.73
38	Yuriy Sorokin	3Commas	Male	12,500	1,054	38,900	2,785	3.72
39	Austin Woodward	TaxBit	Male	778	3,846	15,800	7,758	3.47
40	Gabriele Musella	Coinrule	Male	1,575	9,776	7,515	2,588	3.42
40	Chris Maurice	Yellow Card	Male	3,134	2,803	14,900	5,826	3.42
42	Simone Maini	Elliptic	Female	0	4,407	11,800	30,637	3.37
43	Donnie Dinch	Bitski	Male	6,670	2,321	15,600	2,046	3.06
44	Mriganka Pattnaik	Merkle Science	Male	86	5,814	1,293	11,802	3.01
45	Nathan Williams	Minespider	Male	378	10,186	788	2,679	2.81
46	Bryan Ritchie	SIMBA Chain	Male	123	5,685	3,800	3,459	2.55
47	Liudas Kanapienis	Ondato	Male	8	7,022	173	4,178	2.45
48	Asaf Meir	Solidus Labs	Male	191	3,412	6,393	3,581	2.24
49	Robert Materozzi	Lukka	Male	0	2,262	3,358	5,896	1.33
50	Guillaume Le Saint	Atato	Male	51	1,740	518	3,069	1.02

# The Most Influential Blockchain CEOs

We've ranked all 50 crypto and blockchain CEOs in our study by their online reach and influence. This was formulated by looking at the number of Twitter and LinkedIn followers each CEO has, as well as the number of followers their company has on each platform.



- **Changpeng Zhao CEO Influence Score: 9.90**

Changpeng Zhao is the CEO of Binance, the world's largest crypto exchange in terms of trading volume. Often simply referred to as CZ, he received the highest CEO Influence Score of 9.90, making him the most influential CEO in our study. The Chinese-born Canadian businessman studied at McGill University in Montreal and co-founded Binance in 2017 alongside former Chinese travel television show host Yi He.

With 8.1 million Twitter followers, the Binance CEO has by far the biggest following on the social media platform. Binance itself is the crypto company with the largest following

on both Twitter and LinkedIn, with 10.2 million Twitter followers and over 673,000 LinkedIn followers.

- **Brad Garlinghouse CEO Influence Score: 9.69**

Brad Garlinghouse is the second most influential CEO in our study, earning a CEO Influence Score of 9.69. Garlinghouse is the CEO of Ripple Labs, an American technology company responsible for the development of the Ripple Payment Protocol and its native cryptocurrency XRP. A graduate of the University of Kansas and Harvard Business School, Garlinghouse held leadership positions at several prestigious companies including Yahoo! and AOL before joining Ripple Labs as COO in 2015, becoming CEO a year and a half later in December 2016.

Brad Garlinghouse has the highest number of LinkedIn followers of a crypto CEO with over 80,000 as well as a huge 700,000-strong Twitter following. Ripple Labs also has a very strong online presence with 2.6 million Twitter followers and more than 312,000 followers on LinkedIn.

- **Brian Armstrong CEO Influence Score: 9.55**

Brian Armstrong is the CEO of Coinbase, the world's second-largest crypto exchange by trading volume and a direct competitor to Binance, and received the third highest CEO Influence Score of 9.55. Armstrong studied at Rice University in Texas, earning a dual bachelor's degree in economics and computer science, followed by a master's in computer science in 2006. Brian Armstrong co-founded Coinbase with Fred Ersham in 2012, and according to Forbes is worth approximately \$2.6 billion.

Armstrong has the second-highest number of Twitter followers at 1.1 million, though has a significantly lower following on LinkedIn with just over 17,300 followers on the platform. Meanwhile, Coinbase has the second-highest company Twitter following at 2.6 million, as well as a LinkedIn following of over 649,000.

## **The Most Influential Female Blockchain CEOs**

## The most influential female blockchain CEOs



- **Ola Doudin CEO Influence Score: 5.97**

### CEO Influence Rank: 15

Ola Doudin is the CEO of BitOasis, a crypto exchange based in Dubai, UAE, which specifically caters to countries in the MENA region. Customers in 14 countries can use the platform to trade over 60 digital assets using the UAE Dirham or the Saudi Riyal. Doudin graduated from the University of Birmingham in 2008 with a 1st class degree in electronic and communication engineering and co-founded BitOasis in 2015.

Doudin has over 6,500 Twitter followers and almost 5,000 followers on LinkedIn, while her BitOasis boasts 37,400 Twitter followers and a LinkedIn following of over 45,000. Ola Doudin ranked 15th in our study with a CEO Influence Score of 5.97.

- **Ambre Soubiran CEO Influence Score: 3.78**

### CEO Influence Rank: 34

Ambre Soubiran is the CEO of Kaiko, a provider of digital assets market data based in Paris. Kaiko gives market participants access to real-time and historical data feeds across the world's leading cryptocurrency exchanges, allowing for in-depth performance reporting and analysis. Soubiran graduated from Université Paris Dauphine with a Master's degree in applied mathematics in 2010 and spent 8 years working for HSBC from 2008 before co-founding Kaiko in 2016.

Soubiran maintains a modest online presence with 3,600 followers on Twitter almost 3,900 on LinkedIn, while Kaiko has 11,700 followers on Twitter and almost 6,500 on LinkedIn. Ambre Soubiran ranks 34th in this study with a CEO Influence Score of 3.78.

- **Simone Maini CEO Influence Score: 3.42**

#### **CEO Influence Rank: 40**

Simone Maini is the CEO of Elliptic, a London-based provider of blockchain analytics, training, and certification for crypto businesses, financial institutions, and regulators. Maini graduated from the University of Cambridge in 2004 with a BA in history before securing a place on the Deutsche Bank graduate scheme. She stayed at Deutsche Bank until 2012 before spending almost 5 years in leadership positions at risk consultancy Kroll. Maini joined Elliptic in August 2016 as COO, being made company CEO in April 2020.

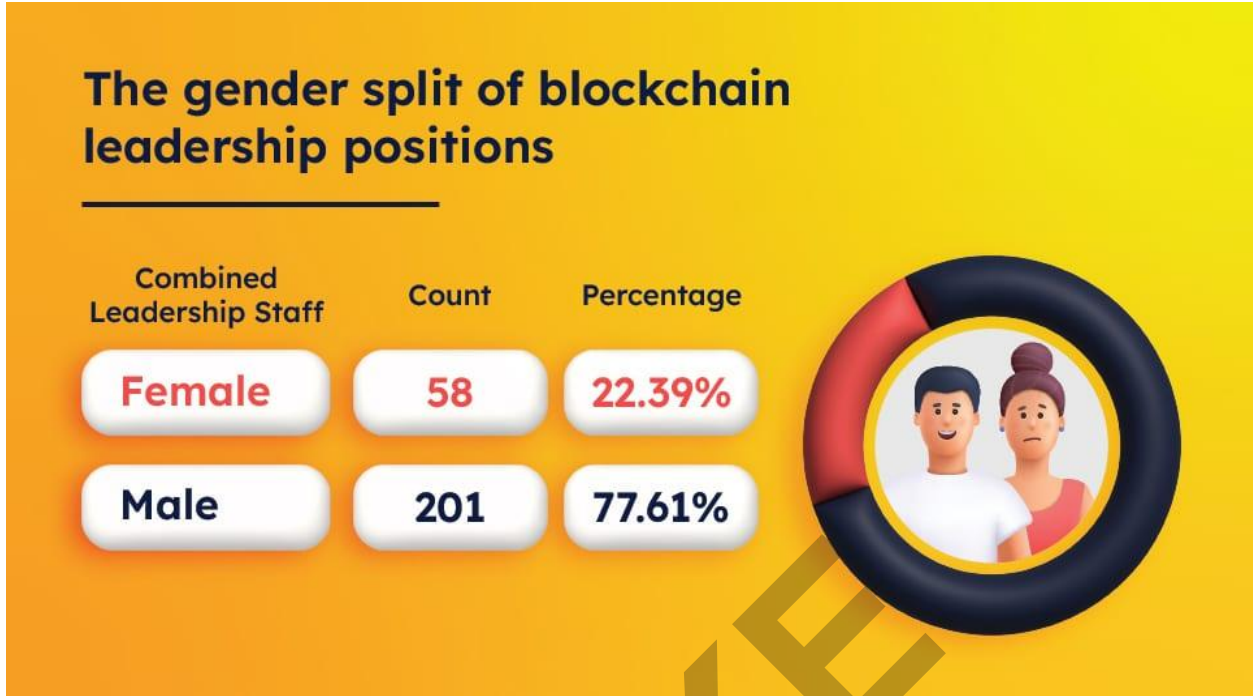
While we could not identify an active Twitter account belonging to Maini, she does have over 4,400 followers on LinkedIn, while Elliptic has 11,800 Twitter Followers and over 30,600 on LinkedIn. Simone Maini ranks 40th in this study with a CEO Influence Score of 3.42.

## **Women in Blockchain Leadership Positions**

While the CEO of a company is incredibly important to its image, direction and success, there are many other key leadership roles that should not be overlooked. With this in mind, we wanted to find out whether the gender divide is as severe when considering a broader selection of leadership positions. To achieve this, we recorded the number of individuals named in leadership positions on each company's website where available and split the results by their gender.



# The Gender Split of Blockchain Leadership Positions



Combined Leadership Staff	Count	Percentage
Male	201	77.61%
Female	58	22.39%

Only half of the companies in our study revealed their leadership teams on their websites. From these sites, we recorded a total of 259 leadership staff, 201 of which were male, with 58 female, meaning 77.61% of leadership positions are occupied by men while only 22.39% were occupied by women.

This again clearly suggests that the blockchain and crypto sector is largely male-dominated, with fewer than a quarter of leadership positions being held by women. However, this split is not nearly as severe as our comparison of 50 CEOs, which could

mean that more women are beginning to filter upwards through these companies into more senior roles.

## Blockchain Companies with the Best Female Representation in Leadership Positions

Rank	Company Name	Leadership Team Size	Male Leadership Staff	Female Leadership Staff	Female Leadership Share
1	Chainalysis	13	7	6	46.15%
2	BitOasis	7	4	3	42.86%
3	Coinbase	6	4	2	33.33%
3	Elliptic	12	8	4	33.33%
3	Circle	12	8	4	33.33%

3	Anchora ge Digital	3	2	1	33.33%
7	Ripple Labs	10	7	3	30.00%
8	SIMBA Chain	11	8	3	27.27%
9	Robinho od	8	6	2	25.00%
1 0	Thought Machine	17	13	4	23.53%

- **Chainalysis**

**Female Leadership Share: 46.15%**

American blockchain analysis firm Chainalysis has the highest proportion of women in leadership positions at 46.15%, representing 6 out of 13 leadership staff. Chainalysis provides data, software, services, and research to government agencies, financial institutions, and private companies in over 70 countries. The female leadership staff include CPO Pratima Arora and COO Sari Granat, as well as the company's General Counsel and 3 departmental VPs.

- **BitOasis**

### **Female Leadership Share: 42.86%**

BitOasis has the second most equal split between men and women in leadership positions, with 42.86% held by women. This represents 4 positions being held by men and 3 being held by women, including the position of CEO which is currently occupied by Ola Doudin. BitOasis' mission is to be the leading cryptocurrency platform in the MENA region, providing an easy-to-use, secure and compliant way to buy, sell and trade cryptocurrencies.

- **Coinbase, Elliptic, Circle, Anchorage Digital**

### **Female Leadership Share: 33.33%**

Four companies tied for third place, each with 33.33% of their leadership positions being held by women. These companies were crypto exchange Coinbase, analytics provider Elliptic, payments technology company Circle, and digital asset platform Anchorage Digital.

## **Crypto Influencers: A Gender Comparison**

While the executives and leadership staff of crypto and blockchain companies give us a good idea of the gender balance within the industry, the media surrounding the sector is just as important for providing a wide range of perspectives and viewpoints. In this section we will look at the 50 most popular crypto influencers, breaking them down by gender and revealing how well-balanced this aspect of the industry is.

## **The Top Crypto Influencers**

# The top crypto influencers

Key: Male / Female Twitter Handle Twitter Followers Average Potential Earnings per Post

Name	Gender	Twitter Handle	Twitter Followers	Average Potential Earnings per Post
1 Elon Musk	Male	@elonmusk	129,400,000	\$1,486,148
2 CZ Binance (Changpeng Zhao)	Male	@cz_binance	8,100,000	\$81,927
3 Jack Dorsey	Male	@jack	6,500,000	\$65,652
4 Nayib Bukele	Male	@nayibbukele	4,700,000	\$47,407
4 Vitalik Buterin	Male	@VitalikButerin	4,700,000	\$47,735
6 Justin Sun	Male	@justinsuntron	3,400,000	\$34,388
7 Michael Saylor	Male	@saylor	2,900,000	\$29,467
8 Plan B	Male	@100trillionUSD	1,800,000	\$18,685
9 Anthony Pompliano	Male	@APompliano	1,600,000	\$16,431
10 MM Crypto (Christopher Jaszczynski)	Male	@MMCrypto	1,300,000	\$13,051
11 Carl From The Moon (Carl Runefelt)	Male	@TheMoonCarl	1,200,000	\$12,892
12 Brian Armstrong	Male	@brian_armstrong	1,100,000	\$11,940
13 Willy Woo	Male	@woonomic	1,000,000	\$10,500
13 Lark Davis	Male	@TheCryptoLark	1,000,000	\$10,911
13 Charlie Lee	Male	@SatoshiLite	1,000,000	\$10,607
13 Ben Armstrong	Male	@Bitboy_Crypto	1,000,000	\$10,443
17 Raoul Pal	Male	@RaoulGMI	993,100	\$9,948
18 Charles Hoskinson	Male	@IOHK_Charles	978,400	\$9,785
19 Scott Melker	Male	@scottmelker	875,700	\$8,759
20 Barry Silbert	Male	@BarrySilbert	772,000	\$7,719
21 Andreas Antonopoulos	Male	@aantonop	757,800	\$7,580
22 Roger Ver	Male	@rogervr	745,500	\$7,456
23 Brad Garlinghouse	Male	@bgarlinghouse	700,300	\$7,008
24 ElliotTrades (Elliot Wainman)	Male	@elliotttrades	697,200	\$6,973
25 Will Clemente	Male	@WClementeIII	677,100	\$6,772
26 Don Held	Male	@danheld	658,600	\$6,591
27 Erik Voorhees	Male	@ErikVoorhees	657,900	\$6,580
28 Ben Horowitz	Male	@bhorowitz	656,900	\$6,571
29 Layah Heilpern	Female	@LayahHeilpern	564,100	\$5,651
30 Peter McCormack	Male	@PeterMcCormack	511,800	\$5,119
31 Adam Back	Male	@adam3us	511,000	\$5,112
32 Max Keiser	Male	@maxkeiser	509,200	\$5,095
33 Nischal Shetty	Male	@NischalShetty	495,400	\$4,955
34 Mike Navagratz	Male	@navagratz	465,900	\$4,660
35 Ivan on Tech (Ivan Liljeqvist)	Male	@IvanOnTech	402,700	\$4,031
36 Arthur Hayes	Male	@CryptoHayes	347,800	\$3,481
37 Jack Mallers	Male	@jackmallers	344,300	\$3,445
38 Wendy O	Female	@CryptoWendyO	326,200	\$3,265
39 Joseph Lubin	Male	@ethereum.Joseph	300,100	\$3,003
40 Dylan LeClair	Male	@DylanLeClair_	294,500	\$2,951
41 Sheldon Evans	Male	@SheldonEvans	294,100	\$2,941
42 Tone Vays	Male	@ToneVays	291,400	\$2,915
43 Natalie Brunell	Female	@natbrunell	289,500	\$2,899
44 Samson Mow	Male	@Excellion	257,500	\$2,576
45 Meltem Demirors	Female	@Melt_Dem	254,100	\$2,543
46 Tim Draper	Male	@TimDraper	248,500	\$2,487
47 Laura Shin	Female	@laurashin	227,200	\$2,272
48 Girl Gone Crypto (Lea Thompson)	Female	@girlgone_crypto	223,900	\$2,239
49 Aleksandra Huk	Female	@HukAleksandra	219,900	\$2,200
50 Vlad Tenev	Male	@vladtenev	211,900	\$2,119

## The top crypto influencers



- **Elon Musk Twitter Followers: 129.4 million**

**Average Potential Earnings per Post: \$1.49 million**

Elon Musk is the biggest crypto influencer out there with a whopping 129.4 million followers on Twitter. To put that into perspective, a single sponsored tweet from his account could be worth an average of \$1.49 million!

Musk, who as of October 2022 is the CEO and owner of Twitter while also being the CEO of Tesla and SpaceX, is one of the most influential business figures in the world. Musk has shown a lot of interest in the crypto industry, particularly Dogecoin, which he often tweets about. With a huge online presence and cult following in the crypto community and beyond, Elon Musk is probably the most influential individual in crypto.

- **Changpeng Zhao Twitter Followers: 8.1 million**

**Average Potential Earnings per Post: \$81,927**

Changpeng Zhao, or “CZ”, is the co-founder and CEO of Binance, the world’s biggest crypto exchange. CZ has the second-largest following on Twitter among crypto influencers, and a single sponsored post from his account could be worth almost \$82,000!

Zhao regularly tweets about his own goals and projects in crypto, as well as news about Binance and other stories within the crypto community. However, despite his huge following, CZ’s tweets only have an engagement rate of 0.05%.

- **Jack Dorsey Twitter Followers: 6.5 million**

### **Average Potential Earnings per Post: \$65,652**

Jack Dorsey is the third most prominent crypto influencer on Twitter with as many as 6.5 million followers. Dorsey is the co-founder and ex-CEO of Twitter, so his large following on the platform is not unexpected.

Dorsey is also the co-founder and Principal Executive Officer of Block, Inc., a fintech company formerly known as Square whose main business is a payments platform aimed at small and medium businesses. Dorsey has shown increased interest in the world of crypto, often tweeting about the subject. His company has also invested heavily in Bitcoin, securing a total of 8,027 individual tokens with a combined value of approximately \$191.65 million as of February 2023.

## **The Top Female Crypto Influencers**

Of the top 50 crypto influencers on Twitter, only 7 were female compared to 43 who were male. This means that just 14% of the top crypto influencers are women, highlighting a clear disparity in the number of successful crypto content creators

between the two sexes.



- Layah Heilpern Twitter Followers: 564,100

**Overall Rank: 29 Average Potential Earnings per Post: \$5,651**

Layah Heilpern is the biggest female crypto influencer on Twitter, with 564,100 followers and a single sponsored post from her account worth an average of \$5,651. Layah is a popular podcast host and the author of a crypto-focused book “*Undressing Bitcoin: A Revealing Guide To The World’s Most Revolutionary Asset*”, and ranked 29th overall in our top 50 crypto influencers.

- Wendy O Twitter Followers: 326,200



**Overall Rank: 38 Average Potential Earnings per Post: \$3,265**

Wendy O is the second most prominent female crypto influencer on Twitter, with 326,200 followers on the platform, meaning a single sponsored tweet from Wendy's account could be worth around \$3,265. Also running a successful YouTube account, Wendy O regularly posts new tweets and content discussing all things Web3.

- **Natalie Brunell Twitter Followers: 289,500**

**Overall Rank: 43 Average Potential Earnings per Post: \$2,899**

Natalie Brunell is the third most successful female crypto influencer on Twitter having amassed 289,500 followers on the social media platform. Natalie is an Emmy-awarded journalist best known for hosting the Coin Stories podcast and presenting SwanBitcoin's Hard Money show, where she discusses all things Bitcoin-related.

## The Most Engaging Crypto Influencers



🏆	Name	Male / Female	Twitter Handle	Twitter Followers	Engagement Rate
1	Brad Garlinghouse	Male	@bgarlinghouse	700,300	0.91%
2	Layah Heilpern	Female	@LayahHeilpern	564,100	0.82%
3	Jack Mallers	Male	@jackmallers	344,300	0.69%
4	Ivan on Tech	Male	@IvanOnTech	402,700	0.54%
5	Nayib Bukele	Male	@nayibbukele	4,700,000	0.51%
5	Meltem Demirors	Female	@Melt_Dem	254,100	0.51%
7	Aleksandra Huk	Female	@HukAleksandra	219,900	0.35%
8	Joseph Lubin	Male	@ethereumJoseph	300,100	0.31%
9	Michael Saylor	Male	@saylor	2,900,000	0.27%
10	Dylan LeClair	Male	@DylanLeClair_	294,500	0.24%

Rank	Name	Male / Female	Twitter Handle	Twitter Followers	Engagement Rate
1	Brad Garlinghouse	Male	@bgarlinghouse	700,300	0.91%
2	Layah Heilpern	Female	@LayahHeilpern	564,100	0.82%
3	Jack Mallers	Male	@jackmallers	344,300	0.69%
4	Ivan on Tech	Male	@IvanOnTech	402,700	0.54%
5	Nayib Bukele	Male	@nayibbukele	4,700,000	0.51%
5	Meltem Demirors	Female	@Melt_Dem	254,100	0.51%

7	Aleksandra Huk	Female	@HukAleksandra	219,900	0.35%
8	Joseph Lubin	Male	@ethereumJoseph	300,100	0.31%
9	Michael Saylor	Male	@saylor	2,900,000	0.27%
10	Dylan LeClair	Male	@DylanLeClair_	294,500	0.24%

- **Brad Garlinghouse Engagement Rate: 0.91%**

Brad Garlinghouse is the most engaging crypto influencer on Twitter with an engagement rate of 0.91%. Brad is the current CEO of Ripple Labs, one of the most prominent companies in crypto, making him an authority on crypto that many people are keen to hear from.

- **Layah Heilpern Engagement Rate: 0.82%**

Layah Heilpern is the crypto influencer with the second highest engagement rate on Twitter at 0.82%. Layah addresses a wide range of issues in her tweets, from news around Bitcoin to the wider Web3 ecosystem, as well as miscellaneous topics, particularly around US politics.

- **Jack Mallers Engagement Rate: 0.69%**

Jack Mallers is the third most engaging crypto influencer on Twitter with an engagement rate of 0.69%. Jack is a crypto investor and businessman from Chicago and regularly tweets about Bitcoin, crypto and his business activities.

## Female Crypto Ownership Around the World

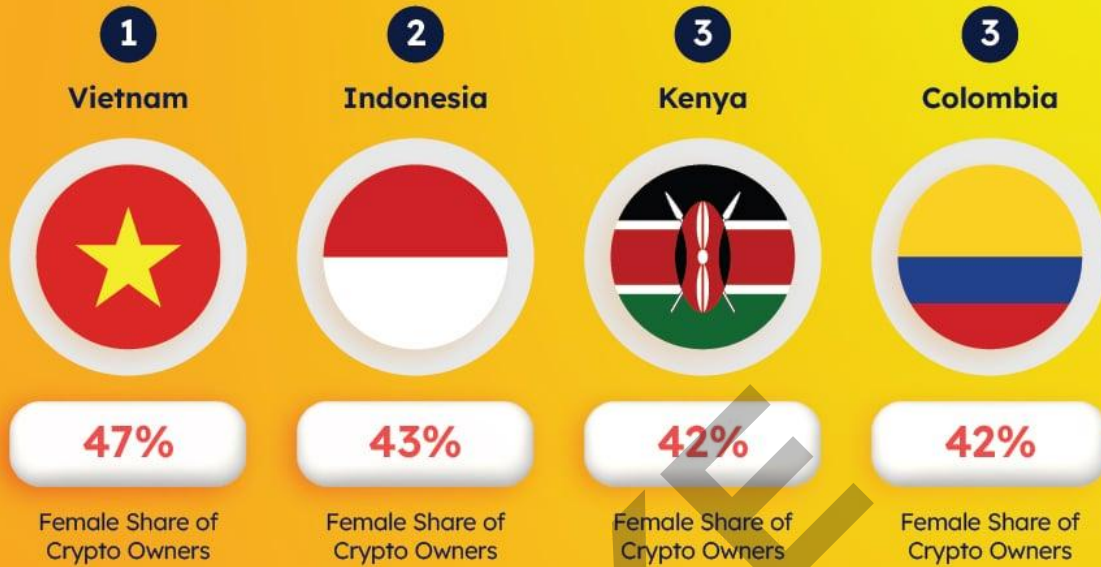
While we've seen that there's still a lot of room for improvement in terms of female inclusion in crypto companies, the number of female influencers out there discussing the topic shows there are plenty of women interested in crypto.

However, the best way to measure female engagement with cryptocurrency is to look at crypto ownership levels among men and women. This will allow us to see which parts of the world are fostering the strongest female engagement in crypto.

### The Countries with the Most Equal Adoption of Crypto

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# The countries with the most equal adoption of crypto



Rank	Country	Male Share of Crypto Owner	Female Share of Crypto Owners	Percentage Point Difference
1	Vietnam	53%	47%	6
2	Indonesia	57%	43%	14
3	Kenya	58%	42%	16
3	Colombia	58%	42%	16
5	Venezuela	59%	41%	18
5	Mexico	59%	41%	18
5	Australia	59%	41%	18
8	India	60%	40%	20
8	Brazil	60%	40%	20
10	Hong Kong	61%	39%	22
10	Ireland	61%	39%	22

Rank	Country	Male Share of Crypto Owners	Female Share of Crypto Owners	Percentage Point Difference
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n k				
1	Vietnam	53%	47%	6
2	Indonesia	57%	43%	14
3	Kenya	58%	42%	16
3	Colombia	58%	42%	16
5	Venezuela	59%	41%	18
5	Mexico	59%	41%	18
5	Australia	59%	41%	18

8	India	60%	40%	20
8	Brazil	60%	40%	20
10	Hong Kong	61%	39%	22
10	Ireland	61%	39%	22

- **Vietnam Female Share of Crypto Owners: 47%**

Vietnam is the country with the most even numbers of male and female crypto owners, with 47% being female compared to 53% being male. This is a difference of just 6 percentage points, showing that female access to digital currencies is being supported by the local culture. In fact, in the World Economic Forum’s 2022 Global Gender Gap Report, Vietnam scored the most highly when it came to economic participation and opportunity, which is mirrored by the high participation of women in the crypto economy.

- **Indonesia Female Share of Crypto Owners: 43%**

Indonesia has the second highest female share of crypto owners at 43%, with 57% being male. This 14-point gap indicates that while women in the country aren’t quite as engaged with cryptocurrencies as they are in nearby Vietnam, they are still heavily involved. With an engagement rate above 40%, female crypto owners are a significant part of the Indonesian crypto community.

- **Kenya & Colombia Female Share of Crypto Owners: 42%**

In third place are Kenya and Colombia, with women making up 42% of total crypto owners in both countries. Both Kenya and Columbia, like Vietnam and Indonesia, are

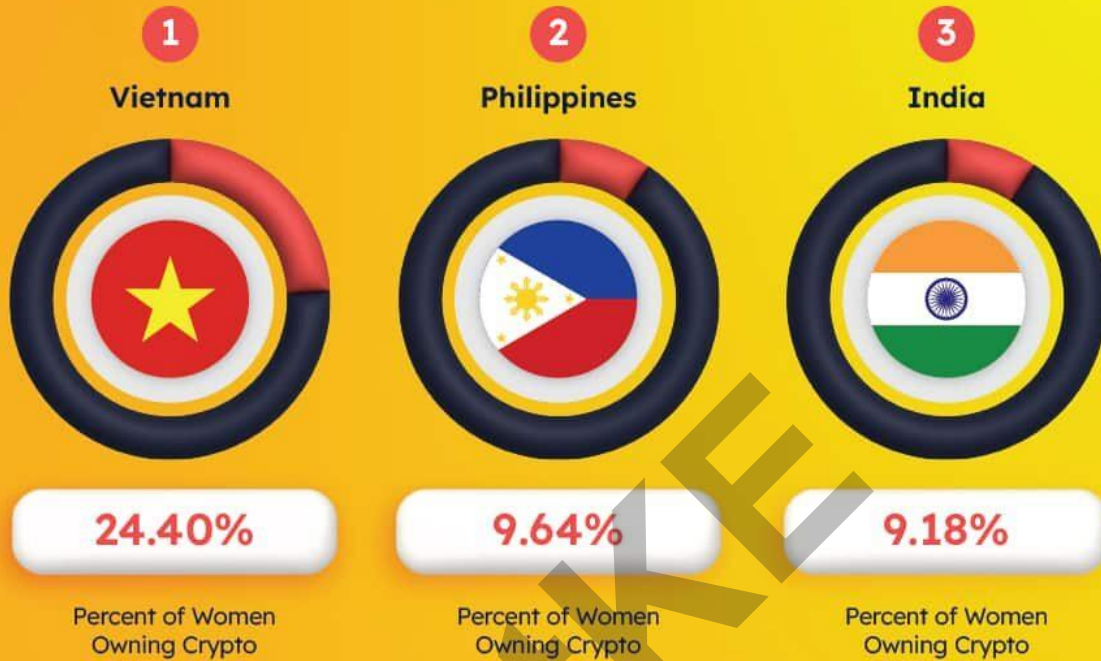
developing economies where work is often more scarce and lower paid than in developed nations, and traditional gender roles are more prominent with men usually being the family breadwinners. The high proportion of female crypto owners in these countries suggests that women are using crypto as a means of earning additional income where the local economy or culture provides few opportunities for women to succeed.

## **The Countries Where the Highest Proportion of Women Own Crypto**

BitKE



# The countries where the highest proportion of women own crypto



🏆	Country	Female Crypto Owners	Percent of Women Owning Crypto
1	Vietnam	12,165,440	24.40%
2	Philippines	5,492,760	9.64%
3	India	63,020,700	9.18%
4	Venezuela	1,189,000	8.42%
5	South Africa	2,353,920	7.60%

Female Rank	Country	Female Crypto Owners	Percent of Women Owning Crypto
1	Vietnam	12,165,440	24.40%
2	Philippines	5,492,760	9.64%
3	India	63,020,700	9.18%
4	Venezuela	1,189,000	8.42%
5	South Africa	2,353,920	7.60%
6	Singapore	218,620	7.51%
7	United States	11,517,770	6.88%

8	Brazil	7,124,030	6.63%
9	Nigeria	4,593,250	4.25%
10	Argentina	977,870	4.22%

- **Vietnam Percent of Women Owning Crypto: 24.40%**

Vietnam is the country where the highest proportion of women owns cryptocurrency at 24.40%. Already listed as the country where male and female crypto ownership is most equal, the incredibly high number of crypto adoption in the country means almost a quarter of women own some form of cryptocurrency.

- **Philippines Percent of Women Owning Crypto: 9.64%**

The Philippines is the country with the second highest proportion of women owning crypto at 9.64%, reflecting almost 5.5 million female crypto owners. Alongside the high percentage in Vietnam and the high proportion of female crypto owners in Indonesia, it is clear that Southeast Asia is a hotbed for female engagement in cryptocurrency.

- **India Percent of Women Owning Crypto: 9.18%**

India has the third highest percentage of its female population owning cryptocurrency at 9.18%. This represents more than 60 million women who have engaged with cryptocurrency, although India is a huge country with a total population of approximately 1.4 billion. Nevertheless, 9.18% is a considerable proportion of women to have adopted crypto, and further supports the notion that crypto offers women in developing countries the opportunity to make their own money and take control of their futures.

## Methodology

We wanted to assess female engagement with the blockchain and cryptocurrency industries, looking at male and female representation and adoption within the sphere of digital currencies.

To begin, we put together a list of 50 of the top crypto and blockchain companies from [VentureRadar](#) and listed the CEO of each. We then collected the number of [Twitter](#) and [LinkedIn](#) followers of each CEO, as well as the followers of their companies, and combined this data into CEO Influence Score out of 10. This also allowed us to see the split between male and female CEOs in the crypto industry.

Additionally, we collected the number of men and women listed on the websites of each company as members of the leadership team. We only included 25 of these companies as half of them did not list their company leadership on their websites. This allowed us to reveal the companies with the most female representation in leadership positions, as well as show the percentage of male and female leadership staff across these companies.

Next, we used sources such as [Influencer Marketing Hub](#), [AJ Marketing](#) and [Investopedia](#) to collect a list of some of the most prominent crypto influencers. We then collected the number of Twitter followers for each influencer, and used [Influencer Marketing Hub's Twitter Money Calculator](#) to record each influencer's engagement rate and the average value of a sponsored post from their accounts. We then revealed the most successful crypto influencers on Twitter, as well as the most engaging.

We then used data from [Finder](#) and [TripleA](#) to analyze female crypto adoption rates in select countries for which data from both sources were fully available. This allowed us to highlight the countries where the share of crypto owners between men and women is most equal, as well as where the number of female crypto owners is the largest relative to the overall population.