

#Influencer Opens U.S. Headquarters in Austin, Texas Ahead of Money20/20 Las Vegas

SocialFi pioneer announces new HQ, adds Stanford MBA Nirali Shah as Chief Financial Officer, and unveils next-generation AI + Web3 creator tools

AUSTIN, TX, UNITED STATES, October 22, 2025 /EINPresswire.com/ -- — [Hashtag Influencer](#) (“#Influencer”), a SocialFi technology company reimagining how creators and fans interact through finance, today announced the opening of its new U.S. headquarters at 2021 Guadalupe

Street, Suite 260, Austin, TX 78705. The move anchors the company in one of America’s fastest-growing tech and creative hubs and precedes its participation at [Money20/20](#) Las Vegas, the world’s premier fintech and innovation event.

Empowering Creators with Ethical AI and Web3

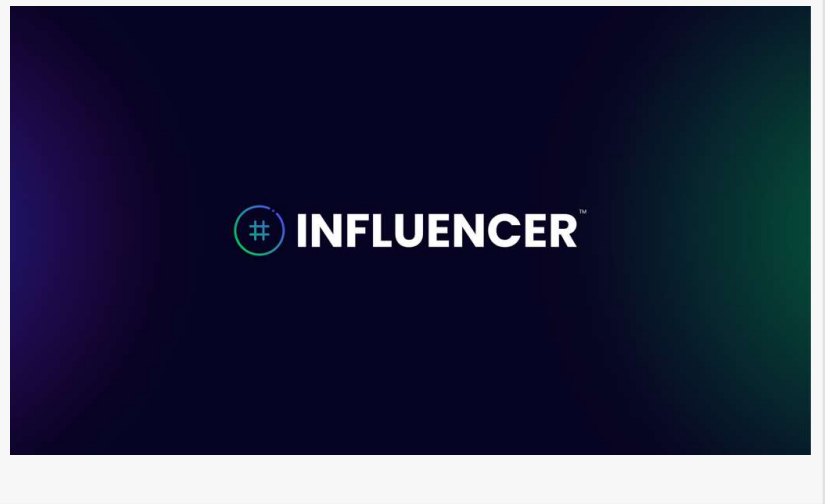
“Austin is where tech meets culture,” said Daria Streltsova, Chief Design Officer at Hashtag Influencer. “We’re building with Google Flutter, Gemini AI, and a full stack of multimodal tools to help creators distinguish what’s real, what’s generated, and what truly resonates. There’s no reason creators can’t use AI to generate content at an entirely new level. Real influence comes from identity and authenticity, and our patented and patent-pending technology is built to give creators that power.”

The Austin headquarters will serve as the operational base for creator certification programs, university partnerships, and AI-Web3 innovation labs launching in 2026 through university.hashtaginfluencer.com.

Financial Leadership and Fintech Integration

#Influencer also announced the appointment of Nirali Shah as Chief Financial Officer. A Stanford MBA with a Master of Science in Financial Engineering, Shah is an expert in technology finance and will lead the company’s fintech partnerships and investment strategy.

“As we prepare for Money20/20, we’re focused on decentralizing how creators earn, manage, and measure their influence,” said Shah. “The Trump administration’s Genius Act is a gamechanger, it



recognizes intellectual and creative output as valuable digital assets. This is about connecting creativity with capital, giving creators a transparent ecosystem where their identity and output have real financial value.”

Driving the Future of the Creator Economy

Built on a foundation of granted and pending patents, Hashtag Influencer’s platform allows creators to:

- Ideate (15.7%), edit (13.2%), research (11.2%), and design (10.2%) more efficiently using AI.
- Integrate campaigns across decentralized finance systems for transparent earnings.
- Gamify engagement through SocialFi mechanisms that connect fandom directly to monetization.

The platform is a marketing tech (MarTech) that merges AI, blockchain, and fintech into a single creator stack, empowering influencers to build, verify, and monetize their digital identities with integrity and scale.

Global Reach and Recognition

With expanding partnerships in Dubai, Finland, Poland, Singapore, Bali, Bogotá, India and the United Kingdom, Hashtag Influencer continues its global rollout. The company has been recognized for innovation and nominated for honors at the Global Influencer Marketing Awards.

Industry Momentum

According to Grand View Research, the creator economy is expected to grow from \$205 billion in 2024 to \$1.3 trillion by 2033 (CAGR 23.3%), while the global fan engagement market will rise from \$16.2 billion in 2024 to \$66.7 billion by 2034 (CAGR 15.2%).

#Influencer is positioned to lead this convergence of social media, finance, and fandom through responsible, AI-driven growth.

About Hashtag Influencer

Hashtag Influencer is a SocialFi and MarTech platform transforming how creators, fans, and brands engage in the digital economy. Operating across Finland, Singapore, India and the United States, #Influencer provides patented AI and Web3 tools that merge creativity, identity, and finance to power the global creator economy. Through its platform, influencers can manage, market, monetize, and measure their social media worth in a transparent, data-driven ecosystem.

Learn more at www.hashtaginfluencer.com

Media Contact

Hashtag Influencer

+1 512-676-3503

[email us here](#)

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.