• Financial services technology leader

Bridging *technology*, business and people.

Founder helping small businesses digitise. Founder of Vidhav · Sponsor of EntreConnect.



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01 — About

Founder, operator and *connector*.

SHORT BIO · 60 WORDS

Abda Rothman is a founder helping small businesses digitise. She is the founder of Vidhav and the sponsor of EntreConnect, a community where small business owners learn from each other. With more than 20 years in financial services technology, she speaks and writes on AI, regulation and building trusted, human-centred businesses.

FULL BIO · 170 WORDS

Abda Rothman is a founder helping small businesses digitise, and a financial services technology leader with more than 20 years' experience across global financial institutions in London, Hong Kong and the Nordics, spanning investment banking, regulatory risk and transformation.

She is the founder of Vidhav, a technology-driven solution helping service businesses manage customer enquiries and bookings, and the sponsor of EntreConnect, a community where small business owners learn practical skills and share experience.

Her institutional work includes governing the deployment of AI, building a group-wide data privacy risk operating model, and serving as Head of Sustainability Risks within Group Operational Risk at a major Nordic financial institution. Her career also includes investment banking at Morgan Stanley.

Abda speaks and writes on AI, regulation and trust. She has spoken at Copenhagen Fintech Week and Stockholm Fintech Week, has been published in Nordic Fintech Magazine, and in 2026 led a series of founder office hours for UCL's Real Futures: Catalyst Converge programme.

EXPERIENCE

20+ years in financial services

FOCUS

Nordics · Europe · Africa

VENTURES

Vidhav (founder)
EntreConnect (sponsor)



"Learn continuously. Think differently. Share generously. Build intelligently."

02 — Speaking

Topics I *talk* about.

The AI Revolution: innovation, compliance and humanity

AI & REGULATION

Why GDPR, DORA and the EU AI Act are guardrails, and why empathy, ethics and purpose drive what we build.

AI governance without slowing innovation

AI & RISK

Building identity, access, traceability and oversight into AI systems so they can be deployed with confidence.

Selling into banks

FINTECH

How financial institutions really make decisions, and what fintechs need before they say yes.

From corporate to entrepreneur

FOUNDERS

Lessons from building businesses after two decades inside large institutions.

Things I learnt the hard way

CAREERS

Honest lessons on strengths, sales and resilience, including why you don't have to be a natural salesperson to sell.

Formats: keynotes, panels, podcasts, workshops and founder office hours. In person or online.

03 — Featured

FEB 2025 · SPEAKER

Stockholm Fintech Week

The AI Revolution: Fueling Innovation, Guarded by Compliance, Driven by Humanity

2022 · SPEAKER & INTERVIEW

Copenhagen Fintech Week

Legal design: when design meets financial regulation. Also interviewed on the topic by Nordic Fintech Magazine.

WINTER 2025 · AUTHOR

Nordic Fintech Magazine

From Compliance to Competitive Edge: Why Europe's Fintech Future Lies in Purpose, Humanity, and Trust

MAR–JUN 2026 · OFFICE HOURS

UCL Real Futures: Catalyst Converge

Founder sessions on market fit, go-to-market, finance, risk and scaling

BOOKINGS & MEDIA

Let's *talk*.

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