

FINANCE

Wall Street's rising stars of 2024

What does it take to be a rising star on Wall Street?

Alex Morrell, Alex Nicoll, Bianca Chan, Bradley Saacks, Daniel Geiger, Emmalyse Brownstein, Hayley Cuccinello, Michelle Abrego, and Reed Alexander

If our list is anything to go by, you have to be an intensely hardworking, intellectually curious team player who's willing to go the distance to drive the biggest deals, win the most sought-after clients, or build the most successful businesses.

Every year, Business Insider taps its contacts to put together a list of who to watch on Wall Street. For the past seven years, we've received recommendations from bosses, colleagues, recruiters, and financial industry experts to create our annual feature. We ask that nominees be based in the US, be 35 or younger, and stand out among their peers to be eligible. The editors make the final decisions.

These young professionals reflect the future of finance. A number of them are shaping the future of clean energy and artificial intelligence by financing the infrastructure that will underpin it. Some have seen their focus go from niche to hot asset. Others are influencing how Wall Street interacts with Main Street, using their skills and savvy to create new products and services for ordinary investors or giving employees at portfolio companies ownership stakes.

Business Insider asked these rising stars from leading firms like JPMorgan, Bridgewater, and Apollo to reflect on their successes, challenges, and best career advice.

Gidan Dan, 35, Citadel Securities

When Dan joined Citadel Securities in 2022, he was given an ambitious mandate to establish the firm's presence in Japan.

Dan, who was born in China and grew up in Japan, was mostly starting from scratch.

Citadel Securities had neither Japanese clients nor an office in Japan, and Dan, one of the first hires on his team, worked mostly as a one-man show in New York advising clients on their fixed-income trades. But as one of the largest foreign holders of US Treasuries with more than \$1 trillion in holdings, Japan represented an untapped gold rush for Ken Griffin's market maker.



CITADEL SECURITIES

Citadel Securities now has trading relationships with the top fixed-income firms in Japan, Dan said, covering nearly all the major investment firms in the country.

As a senior vice president of fixed-income sales, Dan offers his perspective on the economy and market moves to Japanese banks, asset managers, pensions, and life insurance companies. From his home base in New York, he acts as a sounding board for clients' investment ideas to ultimately win more trades for Citadel Securities.

Before Citadel Securities, Dan spent the prior 10 years fostering relationships with Japanese financial institutions for Deutsche Bank, where he worked on the fixed-income sales team. Becoming a part of clients' everyday routines has also helped Dan grow market share.

Dan usually starts and ends his day the same way: on the phone with his clients. He gives them market updates every day over the phone; for some key clients, that's been the case for the last five years, he said.

"Consistency is key. I think no matter what you do," Dan said, "do it every day so that clients remember you, and then it becomes their custom to read your comments."