BUSSMANN ADVISORY

MEDIA KIT · OCTOBER 2026

Oliver T. Bussmann

Agentic AI & The Future of Finance

This media kit sets out the audience and reach of Oliver T. Bussmann's channels and the formats open to partners. It is written for marketing partners deciding whether the audience fits and how to work together.

Oliver T. Bussmann
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BUSSMANN ADVISORY

REACH · LAST 12 MONTHS

1.7 million+

impressions over the last 12 months

1,737,199 impressions on Oliver T. Bussmann's LinkedIn profile between 19 October 2025 and 18 October 2026, seen by 630,000 unique members, 80% of them out-of-network. Platform-reported, not estimated.

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01 SNAPSHOT

A typical post reaches about 279 decision-makers: 45% of its 621 readers are Directors, VPs, C-suite, Partners or Owners. Across everyone reached in twelve months the figure is 37%

All figures are platform-reported from LinkedIn and Mailchimp native analytics for the period 19 October 2025 to 18 October 2026. Nothing in this document is estimated or self-reported.

55,000
NEWSLETTER SUBSCRIBERS
49,000 LinkedIn newsletter + 6,000 email

37%
DECISION-MAKERS, ALL MEMBERS REACHED
Director, VP, CXO, Partner or Owner

630,000
UNIQUE MEMBERS REACHED
LinkedIn, 12 months · 80% out-of-network

42 to 48%
NEWSLETTER OPEN RATE
B2B benchmark approximately 21%

114,058
LINKEDIN FOLLOWERS

1.77%
ENGAGEMENT RATE, 30D

621
MEDIAN POST REACH

02 THE VOICE

Former Group CIO of UBS, now chair of PE-backed software boards: the analysis comes from inside the boardrooms it is written for

Oliver T. Bussmann
Founder & CEO
Bussmann Advisory AG

Oliver T. Bussmann is Founder and CEO of Bussmann Advisory AG. In 35 years in financial services and high tech he has been Group CIO of UBS and Global CIO of SAP. Today he chairs or sits on the boards of six technology companies. He advises enterprises, private-equity portfolios and technology vendors entering financial services.

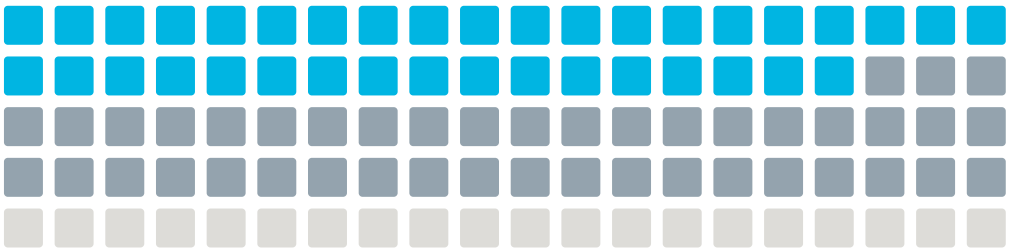
WHY THIS MATTERS TO A PARTNER

Asset	Detail
Board mandates (current)	Board Chairman, SkySparc · Non-Executive Director, Harvest Group · Chair of the Advisory Board, xSuite Group · Advisory Board, Actico Group · Board Observer, Decision Focus and Modirum Platforms
Operating track record	Group CIO, UBS (2013 to 2016) · Global CIO, SAP · CIO North America & Mexico and EVP Group IT, Allianz · senior leadership, Deutsche Bank and IBM
Public standing	Technology Advisory Board, The Hg Foundation · Co-founder and former President, Swiss Crypto Valley Association (1,500+ start-ups)
Recognition	Top FinTech Influencer (Onalytica) · COO/CTO of the Year (Financial News/WSJ) · European CIO of the Year (INSEAD/CIONET) · Elite 8 (Wall Street & Technology) · Swiss FinTech Award · Financial News “FinTech 40”, twice
Platform	Speaker at WEF Davos, Money20/20, Sibos, Point Zero Forum and Singapore FinTech Festival
Beat	Agentic AI, FinTech and digital assets, analysed for boards rather than engineers
Format	Weekly newsletter plus daily analysis posts. Editorial cycle Sunday to Saturday
Position	Independent of vendors, analyst houses and agencies
Editorial standard	Every factual claim is checked against a primary source before publication. The publishing pipeline enforces this in code. Content is generated only from the full source document, and a claim that cannot be traced to it is not published. The control is documented, and it is one reason a senior audience keeps reading.

03 AUDIENCE · SENIORITY

Four in five members reached are senior professionals or above, and more than one in three can authorise a budget

A partner buys audience composition, not follower count. The figures below are LinkedIn's own, measured on the 628,301 unique members reached between 19 October 2025 and 18 October 2026. They count people, not followers or impressions.



- Decision-makers 37%
- Senior professionals 43%
- Manager and below 20%

Senior professionals and above **80%**

Decision-makers: Director 18% · VP 10% · CXO 5% · Partner 2% · Owner 2%

LinkedIn's 'Senior' category denotes a senior individual contributor, such as a senior engineer or analyst, and ranks below Manager in LinkedIn's own hierarchy. It is therefore counted as a senior professional, never as a decision-maker. Counting Senior as a decision-maker while excluding Manager would yield a flattering 71% and would not survive scrutiny.

MOST COMMON JOB TITLES

Title	Share of members reached
Software Engineer	2%
Managing Director	2%
Finance Manager	1%
Founder	1%
Chief Financial Officer	0.5%
Chief Executive Officer	0.5%

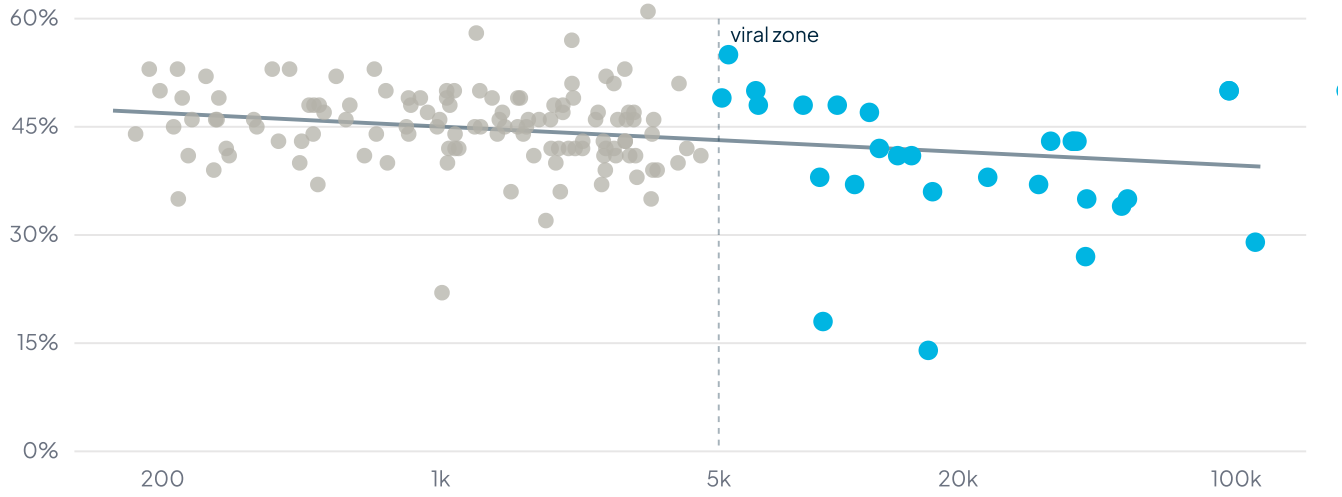
LinkedIn names only its largest title buckets; approximately 92% of members reached hold a title it does not report. Shares are of the full audience and are not renormalised to the reported subset.

04 AUDIENCE · REACH AND SENIORITY

Decision-maker share holds at 44 to 47% on a normal post and falls to 41% when a post goes viral

Section 03 measures the audience as a whole: all 628,301 members reached over twelve months, of whom 37% are decision-makers. This page measures a *typical* post, where the figure is 45%. Both are LinkedIn's own numbers. The twelve-month total counts everyone a widely shared post ever reached, well beyond the professional network. The posts a partner would buy land on a more senior audience.

DECISION-MAKERS REACHED, BY REACH BAND



Reach band (impressions)	Posts	Decision-makers reached	Median impressions
Under 250	9	46%	218
250 to 499	19	46%	377
500 to 999	17	47%	735
1,000 to 4,999	76	44%	2,117
5,000 and above (viral)	31	42%	23,741

A post that reaches 180 people and a post that reaches 900 deliver almost the same decision-maker share. Only virality changes the mix, and it lowers the share.

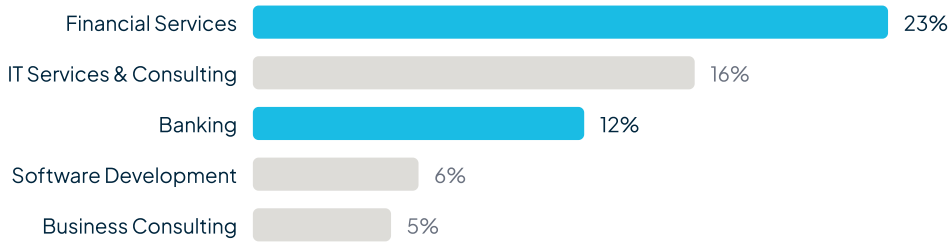
n = 149 posts with per-post LinkedIn demographics, exported up to 18 October 2026, spanning 171 to 198,754 impressions. Decision-makers = Director, VP, CXO, Partner, Owner. Posts were selected consecutively, not by performance. An earlier sample drawn only from high-reach posts understated the figure at 42%.

Reach is no guide to seniority. Of the three most-read posts, each above 180,000 impressions, two reached 50% decision-makers and one 39%. A post with 111,794 impressions reached only 29%. Plan against median reach multiplied by decision-maker share.

05 AUDIENCE · INDUSTRY AND GEOGRAPHY

The financial sector is the largest industry group reported, and a post that names an institution is read by that institution's own people

INDUSTRY



Financial sector, five LinkedIn industries combined: 41% of all members reached
LinkedIn reports an industry for only ~72% of the audience; shares are of the FULL audience, not of that subset.

Financial sector: Financial Services, Banking, Investment Banking, Insurance and Investment Management. 47% of members reached work at organisations with more than 10,000 employees, LinkedIn's largest company-size bucket.

THE INSTITUTIONS IN THE ROOM

Institution	Reader share on relevant posts
UBS	16.6%
HSBC	10.2%
Citi	9.7%
JPMorgan Chase	4.8%

Mean share across posts naming that institution: UBS 5 posts, HSBC 8, Citi 13, JPMorgan Chase 11. Naming an institution in plain prose surfaces the post inside it. Posts carry no hashtags or company tags, which on a critical story would antagonise the firm concerned.

GEOGRAPHY

Location	Share of members reached
London Area, United Kingdom	10%
New York City Metropolitan Area	5%
Zürich Metropolitan Area	4%
Greater Bengaluru Area	4%
Mumbai Metropolitan Region	3%

A European and North American core, with a substantial technology-delivery readership in India, often in the offshore engineering centres of the same institutions. London leads at 10% and no other city exceeds 5%. The audience is distributed, not concentrated.

06 REACH

More than 1.7 million impressions and 630,000 unique members reached in twelve months, 80% of them out-of-network, all exported from the platform

LINKEDIN: OLIVER T. BUSSMANN, PERSONAL PROFILE

Metric	Value	Note
Followers	114,058	As at 18 October 2026
Impressions	1,737,199	19 October 2025 to 18 October 2026
Unique members reached	628,301	Unique people, not repeat views; 80% out-of-network
Impressions, last four weeks	90,825	LinkedIn export, 19 Sep to 16 Oct 2026
Members reached, last four weeks	48,692	LinkedIn export, 19 Sep to 16 Oct 2026
Reactions, last 30 days	1,337	Comments 274 · Reposts 37 · Saves 51

NEWSLETTER

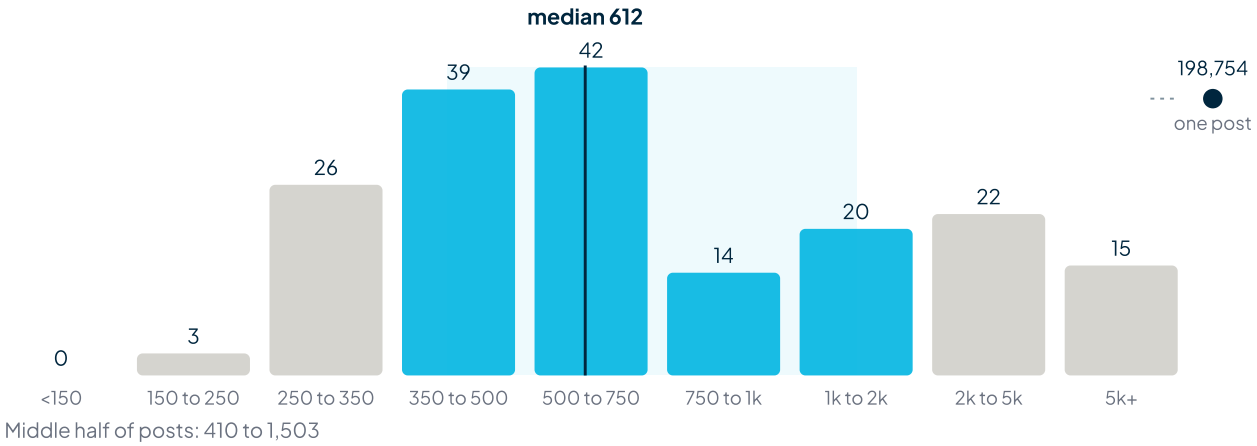
Metric	Value	Benchmark
Subscribers	55,000	49,000 LinkedIn newsletter + 6,000 email
Open rate	42 to 48%	B2B industry average approximately 21%
Click rate	1.5 to 3.2%	B2B industry average approximately 2.3%
Clicks per featured article	40 to 193 unique	From the 5,900-person email list alone
Cadence	Weekly, Sunday	Editorial cycle Sunday to Saturday

The newsletter is the strongest asset in this document. A 42 to 48% open rate on a hand-raised list of senior finance executives is roughly double the B2B benchmark.

07 REACH · THE DISTRIBUTION

Reach per post follows a power law: plan on the median of 621 and treat anything above the 90th percentile as upside

The full distribution of reach per post is published here, not the best result. A campaign can then be planned on figures that a partner's own attribution is likely to confirm.



n = 177 posts published in the ninety days to 18 October 2026. Source: Buffer API and LinkedIn.

WHAT THIS MEANS FOR A CAMPAIGN

A single sponsored post should be planned against a median of roughly 621 readers, of whom approximately 45% are decision-makers (section 04). That is an effective reach of about 279 decision-makers per post. Consistent publication, not virality, is what compounds. A six-figure post is not something anyone can reliably deliver. Section 04 shows why it would not help: viral posts reach a lower decision-maker share than typical ones.

08 CHANNELS

Five channels, one editorial pipeline: the newsletter and the LinkedIn profile carry the value

CHANNEL PERFORMANCE, 18 SEPTEMBER TO 18 OCTOBER 2026

Channel	Posts	Impressions	Mean / post	Engagement
Newsletter (email + LinkedIn)	5	55,000 subscribers	n/a	42 to 48% open
LinkedIn, Oliver T. Bussmann	59	92,915	1,575	1.77% (30-day aggregate)
X / Twitter	94	29,584	315	1.19%
LinkedIn, Bussmann Advisory AG	72	2,234	31	4.39%
Threads	94	61,090	650	0.27%

Source: Buffer API. Outliers inflate the LinkedIn mean per post; section 07 gives the median of 621.

RECOMMENDED PLACEMENT BY OBJECTIVE

Objective	Channel	Why
Reach a senior finance audience	Newsletter	42 to 48% open rate on a hand-raised list of 55,000
Sustained visibility	LinkedIn, Oliver T. Bussmann	Daily cadence; 37% decision-makers
Corporate or brand association	LinkedIn, Bussmann Advisory AG	Institutional voice, neutral tone
Rapid commentary	X / Twitter	Fast cycle; about 315 impressions per post

09 ENGAGEMENT

42 to 48% newsletter open rate against a benchmark of about 21%: the email list is where this audience acts

ENGAGEMENT BY CHANNEL, LAST 30 DAYS

Median reactions per post

Median engagement rate

Channel	Engagement	Detail
Newsletter	42 to 48% open	Click rate 1.5 to 3.2% · click-to-open up to 33%
X / Twitter	1.19%	Fast commentary, about 315 impressions per post
LinkedIn, Bussmann Advisory AG	4.39%	Highest rate, smallest audience
LinkedIn, Oliver T. Bussmann	1.77% (30-day aggregate)	1,337 reactions · 274 comments · 51 saves

The two rates on this page measure different things. The chart shows the median of individual posts. The table shows the 30-day aggregate: total engagements divided by total impressions. It is lower because high-reach posts gain impressions faster than engagement. Both figures are LinkedIn's own. LinkedIn's benchmark for personal brands at this follower count is typically 1 to 2%.

WHAT A FEATURED ARTICLE ACHIEVES IN THE NEWSLETTER

Article	Unique clicks	Rank
Microsoft, AWS and Anthropic are spending billions	351	1 of 15
KPMG pulls report over AI hallucinations	230	1 of 16
Apple's lawsuit could disrupt OpenAI's IPO plans	205	1 of 14
Jensen Huang says traditional coding is dead	188	2 of 15

Unique clicks from the 5,900-person email list alone. The 49,000-subscriber LinkedIn newsletter is additional.

10 PARTNERSHIP FORMATS

Four formats, priced per qualified reader rather than per impression, because the asset is the audience, not the reach

FORMATS

Format	Placement	Planning figure	Note
Newsletter sponsorship	Dedicated block, weekly issue	55,000 · 42 to 48% open	Strongest asset. Recommended default.
Sponsored analysis post	LinkedIn, Oliver T. Bussmann	Median 621 · p90 3,403	Written by Oliver T. Bussmann. Disclosed.
Report amplification	Newsletter feature plus post	Combined	The report must withstand scrutiny.
Executive briefing	Private, closed session	Board / ExCo audience	An advisory engagement, not a media buy.

WHAT A PARTNER RECEIVES

Deliverable	Detail
Placement	Newsletter block or LinkedIn post, disclosed as a partnership
Subject matter	Agreed in advance: a report, a launch, a piece of research, a point of view
Reporting	Post-campaign metrics from LinkedIn and Mailchimp native analytics
Turnaround	Editorial cycle Sunday to Saturday; lead time agreed per engagement

Fees on application. Pricing reflects audience composition, not impression volume.

11 METHOD, SOURCES AND LIMITATIONS

Every figure is platform-reported, and its limitations are set out here before a partner finds them

Figure	Source	Limitation
Followers, impressions, unique reach, out-of-network share	LinkedIn native export and analytics, 19 Oct 2025 to 18 Oct 2026	None. Platform reported.
Per-post reach distribution	Buffer API and LinkedIn, n = 177 posts in the 90 days to 18 Oct 2026	Reliable.
Seniority, industry, geography, job titles	LinkedIn account export (AggregateAnalytics → DEMOGRAPHICS), 628,301 unique members reached, 19 Oct 2025 to 18 Oct 2026	LinkedIn reports only its top values per category, so every share carries an unlisted tail (seniority sums to about 95%, industry to about 72%). Shares are of the full audience and are therefore slight under-estimates. They are deliberately *not* renormalised to the reported subset, which would inflate every figure.
Institutions (per-post)	LinkedIn post demographics	Based on 149 posts, exported up to 18 October 2026. An earlier version of this document used 18 posts, all high-reach, which understated decision-maker share at 38 to 42%. The sample was rebuilt from consecutively published posts, not selected on performance. It now spans 171 to 198,754 impressions, including the median post. Demographics are exported by hand, one file per post, so the sample is a subset (149 of roughly 600 posts) rather than the full population.
Newsletter open and click rates	Mailchimp campaign analytics	Reliable. Open rates industry-wide are affected by Apple Mail Privacy Protection.
Channel comparison	Buffer API, 18 Sep to 18 Oct 2026	Threads impressions are reported by Buffer. Bluesky was retired in 2026.

Figures accurate as at 18 October 2026.

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