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2025's Rising Stars of Wall Street

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They're still in the early innings of their careers, but these dealmakers and investors are already setting the agenda for the next era of finance.

Each year, Business Insider spotlights up-and-coming Wall Streeters who are making an outsize impact in investing, trading, and dealmaking. The process starts with nominations from bosses, colleagues, recruiters, and other industry insiders. To be considered, nominees must be US-based, 35 or younger, and stand out among their peers. Business Insider's editors make the final selections.

This year's class reflects some of the hottest areas of the industry, from private credit to advising on multibillion-dollar data center deals. They come from powerhouse firms like JPMorgan, Apollo, Citadel, and Bridgewater. One was recently promoted to chief of staff to BlackRock CEO Larry Fink.

Meet the 25 newest inductees to Business Insider's annual list of young people who exemplify the drive and creativity needed to succeed in one of the most competitive industries in the world.

Innovators

Wall Street is constantly looking for an edge, which means firms are always racing to create new products and tools that give them — and their clients — an advantage. Whether it's reimagining how bonds are traded or bringing complex products like CLOs and tokenized funds to a broader investor base, these rising stars show how fresh ideas can quickly scale into breakthroughs that reshape markets.

Sarah Naylor
Citadel Securities, 31

CITADEL SECURITIES

Sarah Naylor wanted to be in the room where decisions were made. After eight years in investment-grade bond sales at big banks, she knew that room was usually reserved for senior staff. So when Citadel Securities tapped her in 2024 as it was launching its corporate bond trading business, she jumped at what she called a "once-in-a-career" opportunity.

Her readiness for that leap traces back to a turning point a few years in at Citigroup, which she joined in 2016 after graduating from Colgate. A senior salesman covering a major asset manager departed, and Naylor was asked to temporarily oversee the account. Lacking experience, she compensated with preparation — studying the client's portfolio and grilling traders for insights. Citi's standing improved, and she kept the account permanently.

The episode shaped her philosophy to be an "internal expert" on her client.

"I try to hold myself to the standard that anytime anyone internally has a question pertaining to my client, I should have the answer," Naylor said.

One of her mentors at Citi, Sam Berberian, helped recruit her to Citadel Securities after he joined as head of credit trading in 2023. She joined the buildout in early 2024 and quickly found herself "in the room," weighing in on key decisions.

One objective for the team has been tackling the "gray market," the window when newly announced bonds trade before official issuance. Citadel Securities views that period as critical for clients, but historically inefficient, since banks can't immediately resell the bonds they've issued, and pricing is often fragmented and handled over the phone. Naylor pitched Berberian an idea: a tool that would stream live data and pricing from Citadel Securities.

Working across teams, Naylor helped propel that idea to reality this September with the launch of the "Gray Trading Panel" on Bloomberg terminals.

The impact has been swift, she said. A large asset manager executed its first gray market trade, block trades increased, and market share ticked up. "I have learned more in the last 18 months than I had in my entire career combined," Naylor said.