

Kyle Miller, Head of Z Team at Tinder, Named To Most Creative People in Business List by Fast Company

12th Annual List Honors Tinder Executive for Leading Innovation focused on Gen Z
Los Angeles, Calif. (August 11, 2021) — *Fast Company* today announced its 12th annual list of the **Most Creative People in Business**, honoring an influential and diverse group of leaders from a vast range of global industries including tech, science, design, entertainment, healthcare, media, government, nonprofit, sports, and food.

The Most Creative People in Business list recognizes individuals who, through innovative thinking and bold action, have made an impact in their industries and beyond. These engineers, executives, filmmakers, activists, designers, research scientists, and founders, among others, have done something within their field that's never been done before, during one of the most contentious and erratic times in history.

"I'm incredibly honored to be recognized among such an impressive group of innovative individuals," said Kyle Miller, Head of the Z Team at Tinder. "This recognition is a true reflection of the powerhouse team I'm lucky to be a part of at Tinder, who continuously challenges itself and the category's boundaries to create new and engaging experiences for our members to spark new connections."

Miller leads the Z Team, a cross functional group that combines deep product expertise with a propensity to take big swings in order to create the next generation of dating products for Gen Z. To help power their work, Miller and his team created Z Labs, a network of over 150 Gen Z consumers that offer first-hand insights and a deeper understanding of Tinder's core audience. This dedication to keeping the Gen Z mindset at the heart of the team's approach led Miller's team to launch the award-winning [Swipe Night](#), where more than 20 million members came together to participate in a shared storyline that led to a 26 percent increase in matches. Swipe Night paved the way for social entertainment experiences on Tinder, which have become an incredibly popular way for members to match and interact with new connections,

Since joining Tinder in 2015, Miller has helped create some of the company's most innovative product developments, including Tinder U, Spring Break Mode, Festival Mode, Hot Takes, Fast Chat, and the recently announced Explore section of the app. He's also led initiatives including Swipe The Vote 2016 and served as the creative mind (and producer) behind Tinder's award winning podcast, DTR.

Fast Company editors and writers spent a year researching candidates for the list, scouting every business sector, including technology, medicine, engineering, marketing, entertainment, design, and social good. The people selected have all accomplished something truly innovative within the past 12 months or so, and they're also discoveries—no one on this list has ever been profiled in the pages of Fast Company before. Together, they represent the future of business.

"This list has always recognized people across genres who aim to make a difference through the power of creativity," says Stephanie Mehta, editor-in-chief of Fast Company. "But this year is even more exciting as these individuals' transcendent strides were made amid the most trying time in our lifetime. The Most Creative People are an inspiration for us all."

To see the complete list, go to: <https://www.fastcompany.com/most-creative-people/2021>

Introduced in 2009, the **Most Creative People** list was quickly established as one of *Fast Company's* most esteemed franchises. Each year, the magazine's editors present an all-new list of people chosen according to a proprietary methodology.

Fast Company's **Most Creative People in Business** issue (September 2021) is available online now at <https://www.fastcompany.com/most-creative-people/2021> and on newsstands beginning August 17. Join the Most Creative People conversation using **#FCMostCreative**.

ABOUT TINDER

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 450 million times and led to more than 65 billion matches.

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ABOUT FAST COMPANY

Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, ethnomics (ethical economics), leadership, and design. Written for, by, and about the most progressive business leaders, *Fast Company* and fastcompany.com inspire readers and users to think beyond traditional boundaries, lead conversations, and create the future of business. Headquartered in New York City, *Fast Company* is published by Mansueto Ventures, along with its sister publication *Inc.* Stephanie Mehta is editor-in-chief.

Additional assets available online: [Photos \(1\)](#)

<https://www.tinderpressroom.com/news?item=122507>