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Person of the Year: Keith Gill

It is only a slight exaggeration to classify the ruckus caused by Keith Gill as an outright revolution.

Let's review what he did. His posts to YouTube and Reddit's WallStreetBets community about GameStop stock—an equity he considered deeply misunderstood and discounted—ignited [a madcap rally](#) last January, granting a 2021 lifeline to a company whose business model remains largely unchanged since 2001. It led to a new financial term now familiar the world over: meme stocks. Very soon after, meme coins became ubiquitous, too—both are assets considered financially undervalued to some investors, who also see owning them as gaining membership means to a certain online social set. Put a little more broadly: Gill's posts did nothing less than encourage a whole new generation of at-home investors to take part in the equity markets, the greatest wealth engine available. So-called retail investors accounted for more than 20% of stock trades this year, almost double from a year ago.