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JULIE CASTRO ABRAMS

How Women Lead, How Women Invest

Julie Castro Abrams is the founder and Managing Partner of How Women Invest, an early-stage venture firm focussed on high-growth, tech-enabled women-founded enterprises. The firm is a culmination of her lifetime of work propelling women founders to launch and find success with training, capital, and networks. Julie brings her extensive experience identifying and supporting early-stage entrepreneurs and twenty years as a CEO and board director. She is bringing her extensive networks, leadership, and entrepreneurship experience to disruption of the venture landscape.

An active investor and advisor to start-ups, and as the leader of the nation's largest microenterprise and microfinance organization for 11 years, Julie has helped launch over 6,000 women into successful businesses. In her role as CEO of Women's Initiative for Self Employment, an SBA Certified Development Financial Institution, Julie drove innovation in the US microenterprise and finance space. Investing in extensive research about the indicators of long-term success for women entrepreneurs, Julie brings deep intellectual prowess, extensive networks, and experience to this transformative venture firm.

Today she is advising the SBA, White House, and Congress on national legislative initiatives to address economic opportunities for women. She serves on the California First Partners Project as an advisor regarding corporate board diversity. In her role as Founder and CEO of How Women Lead, she has been a driver of legislative initiatives and transformation in the US and California. Julie serves as an Advisor to financial services firms including the fin-tech start-up LENDonate and Nia Capital. She previously served as an advisor to Beneficial Bank and as the Governance Chair for the Association for Enterprise Opportunity and the Women's Funding Network.

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