

Neela Hummel

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BIOGRAPHY



Neela Hummel, CFP®

Co-Chief Executive Officer
ABACUS WEALTH PARTNERS

Neela is co-CEO of Abacus Wealth Partners based in Santa Monica, CA. Starting as an unpaid intern in 2009, Neela has helped grow a values-aligned firm that supports gender equity through flexible policies, career path creation, and leadership transparency. As a consequence, half of the advisors at Abacus are women, in an industry where ~20% is the norm.

As a fierce nerd and CERTIFIED FINANCIAL PLANNER®, she can spreadsheet with the best of them. As a mom of three tiny humans, she can juggle and delegate, all while covered in ketchup.

She is an industry speaker, author, subject matter expert, and co-host of the *If Money Were Easy* podcast. Neela is also a graduate of UC Berkeley.

Neela aims to make financial planning more impactful and accessible (less jargon, more mom jokes), all while using business as a force for good. She believes money is a powerful force that can empower individuals as well as influence corporate responsibility.



Named as Investment News' 40 Under 40 for financial advisors in 2016



WOMEN OF INFLUENCE: FINANCE 2024

Awarded Los Angeles Business Journal's *Women of Influence: Finance 2024*

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 [@neelahummelCFP](#)



The Future is Female: Financially Strong Women

- » Why women should care about money: a statistical walk through the gender gap.
- » How to earn smarter (and more).
- » Align your spending with what makes you happy.
- » How to be an investor.

Get Your Financial \$hit Together: A Comprehensive Financial Planning Primer

- » Identifying the power of money.
- » Know where you stand financially.
- » Budgeting and spending according to your values.
- » Create a savings strategy you can stick with.
- » Invest for your future in a very non-Wall street way.

Top 5 Questions Women Investors Have

- » What do I need to know about my portfolio?
- » Is this time different?
- » Volatility - is this the name of the game?
- » Where can I keep my money so it's safe?
- » Will I have enough?



Women are not a Niche: Why You Can't Afford to "Paint it Pink" in Your Business

- » The wealth transfer currently underway from men to women.
- » Who is in this mythical group of "women investors"?
- » What women want from their advisors.
- » How everyone can win by embracing a more diverse profession.

1+1=3, The Benefits of Co-Leadership

- » The journey to co-leadership
- » How Co-CEO's manage the running of a business
- » Why Co's is the way to go

Why Values are Good for Business

- » People care where they work.
- » Clients care where they spend their money.
- » The danger of Greenwashing or being everything to everyone.
- » Leaving the world a better place is more fun.

Previous Speaking Appearances

- » **Financial Planning for People Under 50**
Jan. 2025 | 89.3 LAist/KPCC (Southern CA Public Radio)
- » **The Changing Responsibilities of C-Suite Executives**
Mar. 2023 | Barron's
- » **From Intern to CEO: Building a Financial Planning Career that is Authentically You**
Aug. 2022 | FPA NexGen Gathering
- » **Top 5 Questions Women Investors Are Asking Now**
Jun. 2020 | Abacus Webinar (Panelist)
- » **Women & Money**
Nov. 2019 | [Metal International](#)
- » **Budgeting for Women**
Jul. 2019 | [Better Business](#)
- » **Get Your Financial \$hit Together (Financial Strength)**
Nov. 2018 | [Better Business](#)
- » **The Four Elements of Finance**
Jul. 2018 | The Riveter Co-Working Space
- » **Financially Strong Women**
Apr. 2018 | The Guild
- » **Raise Your Voice**
Mar. 2018 | Abacus Women's Initiative Event (Host)
- » **Creating a Women's Initiative at Your Firm**
March 2018 | Invest in Women Conference
- » **Getting Financially Organized**
Sept. 2014 | WeWork
- » **Financial Basics**
Sept. 2012 | Victims of Domestic Violence

SPEAKING RESUME

Author

- » [FinancialPlanning.com](#)
Nov. 2024 | [Wealth Think Top 3 Things Young Advisors Get Wrong about RIA Equity](#)

Featured In

- » [Barron's](#)
Jan. 2025 | [This RIA Handed Leadership to the Next Generation. Here's What Happened.](#)
- » [If Money Were Easy Podcast](#)
2023 | Co-Host, [Abacus Wealth Partners](#)
- » [Barron's Advisor Podcast](#)
Nov. 2023 | [Hiring Women and Advising Female Clients](#)
- » [RIA Edge Podcast](#)
Feb. 2022 | [On Building a \\$4.4B RIA](#)
- » [Women and Wealth: Building Trust Through Connections](#)
Apr. 2021 | [Dimensional Fund Advisors Video](#)
- » [Your Money \(Sirius FM\)](#)
Feb. 2020 | [Speaking Guest for Host: Kent Smetters](#)
- » [Workable Wealth Podcast](#)
Sept. 2019 | [Understanding Breadwinning Women](#)

Quoted In

