

# Neela Hummel

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# BIOGRAPHY



## Neela Hummel, CFP®

Chief Executive Officer

**ABACUS WEALTH PARTNERS**

**Neela** is 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

**LOS ANGELES  
BUSINESS JOURNAL**

**WOMEN OF INFLUENCE: FINANCE 2024**

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

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SOCIAL



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## 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

## 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  
2023-2025 | 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

