

MEDIAKIT

Neela Hummel

CONTENTS

Biography

Speaking Topics

Speaking Resume

BIOGRAPHY



Neela Hummel, CFP®

Chief Executive Officer
ABACUS WEALTH PARTNERS

Neela Hummel, CFP® 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 compensation transparency. As a consequence, over 50% of Abacus' advisors are women, in an industry where 20% is the norm.

As a fierce nerd, 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.

Neela aims to make financial planning more impactful and more accessible (less jargon, more mom jokes). She also believes that taking care of people is everything and the key to not just making for a successful business, but for making the world a better place.



Neela was named as Investment News' "40 Under 40" for financial advisors in 2016 and is a graduate of UC Berkeley.

CONTACT neela@abacuswealth.com | abacuswealth.com

SOCIAL  [LinkedIn](#)



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.

Build the Firm You Want to Work For

- » Intrinsic vs. extrinsic motivation (and which one you want).
- » Why compensation is tricky and how to approach it.
- » Caring for the whole person: benefits and hard work.

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.

SPEAKING RESUME

Previous Speaking Appearances

- » **Top 5 Questions Women Investors Are Asking Now**
June 2020 | Abacus Webinar (Panelist)
- » **Women & Money**
November 2019 | [Metal International](#)
- » **Budgeting for Women**
July 2019 | [Better Business](#)
- » **Get Your Financial \$hit Together (Financial Strength)**
November 2018 | [Better Business](#)
- » **The Four Elements of Finance**
July 2018 | The Riveter Co-Working Space
- » **Financially Strong Women**
April 2018 | The Guild
- » **Raise Your Voice**
March 2018 | Abacus Women's Initiative Event (Host)
- » **Creating a Women's Initiative at Your Firm**
March 2018 | Invest in Women Conference
- » **Getting Financially Organized**
September 2014 | WeWork
- » **Financial Basics**
September 2012 | Victims of Domestic Violence

Featured In

- » **RIA Edge Podcast**
February 2022 | [On Building a \\$4.4B RIA](#)
- » **Women and Wealth: Building Trust Through Connections**
April 2021 | [Dimensional Fund Advisors Video](#)
- » **Your Money (Sirius FM)**
February 2020 | [Speaking Guest for Host: Kent Smetters](#)
- » **Workable Wealth Podcast**
September 2019 | [Understanding Breadwinning Women](#)

Quoted In

