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ImpactAssets' Chief Investment Officer Fran Seegull Named Top "Woman of Influence" by Broads Circle

Los Angeles Women's Leadership Organization Recognizes Seegull's Contributions in Investment Banking

Los Angeles – June 10, 2014 – Women's leadership organization Broads Circle has named ImpactAssets' Chief Investment Officer and Managing Director [Fran Seegull](#) a top "Woman of Influence." Seegull leads the Investments team at [ImpactAssets](#), a nonprofit financial services firm focused on impact investing. Seegull's win in the Banking/Investment Banking category highlights the emergence of impact investing as a standard portfolio option.

Broads Circle Founder and Chair Darya Allen-Attar said, "The impressive number of votes Fran received to win this honor is evidence of the appeal of her commitment to broadening access to impact investing, as well as Fran's voice in social media."

Seegull is a champion for investments delivering social and environmental as well as financial value. She has led the development of ImpactAssets' suite of innovative thematic investment offerings designed to democratize investors' access to impact investing.

She also heads investment management for The Giving Fund—a \$120 million impact-focused donor-advised fund that includes public debt and equity investment options, private debt and equity fund investment options with lower minimums than typically available, plus seed-stage venture investments, as well as donor-sourced and recommended impact deals.

Seegull is an Appointee to the G7 Social Impact Investment Task Force's Working Group on Asset Allocation. She serves on the Board of the Barbara Lee Family Foundation and on the Investment Committee of the Goldhirsh Foundation. Seegull is Senior Fellow at the Brittingham Society Enterprise Lab at USC's Marshall School of Business, where she also is Adjunct Professor of Clinical Entrepreneurship, teaching undergraduate and MBA courses on impact investing.

Seegull and other "Top Women of Influence" winners and nominees—including leaders from Dun & Bradstreet Credibility Corp, Ernst & Young LLP, Morgan Stanley, Wells Fargo, and the California Community Foundation—were honored at an event in Los Angeles last week.

About ImpactAssets [ImpactAssets](#) is a nonprofit financial services firm that increases the flow of capital into investments delivering financial, social, and environmental returns. ImpactAssets' donor-advised fund ("The Giving Fund"), impact investment notes, and field-building initiatives enable philanthropists, other asset owners, and their wealth advisors to advance social or environmental change through investment.

About Broads Circle

[Broads Circle](#) is an executive women's networking group with a focus on MONEY and POWER for WOMEN. A "Broad" in our circle is a dynamic, smart, successful woman responsible for driving revenue and growing capital. We organize events that provide a venue for our members to make high quality revenue and power connections.