

SRUTHI LANKA

Sruthi Lanka currently acts as the Board Secretary of WCC and member of the Finance Committee. She serves as the Chief Financial Officer at Public.com, a company that is reinventing how people experience and invest in the stock market. As CFO, Sruthi will oversee finance, data, and people operations. She previously served as the head of Strategic Finance at MoneyLion, a fast-growing fintech startup and challenger bank with a community of 4 million members. MoneyLion is backed by leading fintech venture capitalists and has won numerous awards including Deloitte's Tech Fast 500 Award, Celent's Model Bank of the Year Award and LendIt's Top Emerging Tech Company Award.



Sruthi's prior experience includes investment banking in the financial institutions group at the Royal Bank of Canada, where she worked on mergers & acquisitions and capital optimization advisory. Prior to that, she was a technology analyst at Goldman Sachs working on mobile technologies. Sruthi has a master's degree in Business Administration from Duke University and a bachelor's degree in Electronics and Communication Engineering from the National Institute of Technology Karnataka, which is one of India's top engineering schools.

Sruthi is passionate about attracting and retaining female talent from diverse backgrounds to male-dominated industries such as finance and technology. She was actively involved in MoneyLion's diversity efforts and is currently formulating a plan for founding a women's group within the firm, set to launch in June 2019. At her prior role at the Royal Bank of Canada, she co-founded a women's summit for first year female MBA students to boost recruitment of high performing women, resulting in an increase in the number of starting female associates by 200%. Earlier in her career at Goldman Sachs, she instituted a highly popular monthly business education series for women to Board of Directors provide market overviews and financial education for those working in the technology division.

From an early age, volunteering to give back to society was inculcated in Sruthi through her father, who quit his job as an engineer to work full-time at a non-profit seeking to better the lives of the urban poor in Bangalore (India). She volunteered with his organization for several years before co-founding her own non-profit called Genesis during her college years that supplemented thinly staffed public schools with student volunteers that assisted in teaching. Since moving to the United States in 2012, she has volunteered with Habitat for Humanity and New York Cares, and is extremely excited about the opportunity with Women Creating Change to help empower marginalized women and thereby give back to a city that she loves.