

**FOR IMMEDIATE RELEASE: 3/29/17**

**Trish Costello**  
**Portfolia**  
**781-686-6492**  
[trish@portfolia.com](mailto:trish@portfolia.com)

**Amber Caska**  
**Portfolia**  
**206-465-2195**  
[Amber@portfolia.com](mailto:Amber@portfolia.com)

## **Silicon Valley Family Office Executive Joins FinTech Start-Up**

Amber Caska, formerly at Hillspire, to be President & COO of Portfolia

**San Francisco, CA:** Family office executive, Amber Caska, has joined the founding team of Portfolia, an angel-backed entrepreneurial investing platform designed for women, according to CEO Trish Costello. Caska will serve as President and COO of Portfolia Inc, and General Partner of Portfolia Funds.

*"Amber's deep knowledge and networks in the family office world is the ideal complement to Trish's expertise in the venture capital space. This is an exceptional combination of talent and vision,"* said Susan Mason, Founder/GP of Aligned Partners and a personal investor and advisor to Portfolia.

Amber served 4 years as CFO, Investments for Hillspire, LLC., the family office of Alphabet Chair, Eric Schmidt and as officer of the Eric and Wendy Schmidt Fund for Strategic Innovation. Previously, she was Treasurer of Vulcan Inc., the family office of Microsoft co-founder, Paul Allen, where she served as Board Director and advisor in areas of investments, audit, philanthropy, sports, entertainment and hospitality, including NBA basketball team, the Portland Trail Blazers and The Hospital Club in London.

*"As an early Portfolia investor, I saw how the Portfolia model could activate women's investment dollars in entrepreneurial companies. I'm pleased to be on the inside now, focusing the direction of Portfolia as we build a \$1Billion+ global investing platform for women."*

Portfolia brings together the best of venture capital, yet is customized for influential women investing in the entrepreneurial sphere, either for the first time or who are looking to expand their investment focus nationally. Members have a front-row seat to the investing process, while quickly building a diversified portfolio. They can view pitches

of top entrepreneurs, register their feedback on companies and products, even serve on due diligence teams. Members access monthly information sessions, quarterly webinars, and the annual Portfolia Investor Summit, held this year in San Francisco April 25 and 26.

“Our goal is to radically accelerate the number of women investors backing the companies, teams and products they want in the marketplace. Amber will be critical in executing on the vision and building a rapidly scaling global organization,” said Trish Costello, CEO of Portfolia and CEO Emeritus of Kauffman Fellows.

[Portfolia.com](https://portfolia.com) is a global investing platform designed for affluent women. It provides an engaging entrepreneurial investing experience and a diversified portfolio of entrepreneurial companies. Portfolia has fully invested its first two funds, Active Aging Fund 1 and The Rising Tide Fund, in 14 companies. It is currently investing Active Aging II and finalizing its Consumer and Enterprise Funds. Each fund is led by a national team of 5-7 top women investors who are experts in the particular vertical. Portfolia's goal is over 100,000 women investing annually in Portfolia Funds in five years. “

###