

Vanessa Tapia Hartigan | Founder, CEO & Board Director

Vanessa Tapia Hartigan is a San Francisco-based executive and civic leader with a career built at the intersection of institutional finance, technology, and governance. A Stanford "Triple Cardinal" and 2023 recipient of the Stanford Associates Governors' Award, honoring exemplary volunteer service to the university over an extended period, she brings over 30 years of experience across investment banking, capital markets, and venture-scale operations.

Vanessa began her career at Goldman Sachs in Investment Banking, covering Global Consumer and Latin American markets, before moving to Bank of America Merrill Lynch where she served as Director under the Head of the Western Region, covering the firm's top institutional clients across \$10 trillion in AUM while taking on operational and compliance leadership for the division. She later served as CFO of BlueX Trade, a FreightTech platform operating across the U.S. and Taiwan, where she built the financial infrastructure for a global digital marketplace. She is currently Co-Founder and CEO of MUSE, focused on designing business and economic models where financial return and community impact are mutually reinforcing.

Her governance work is where finance and civic commitment converge. Vanessa serves as Trustee, Co-Head of the Finance Committee, and Treasurer of the Golden Gate National Parks Conservancy, the nonprofit stewardship partner of the National Park Service responsible for Alcatraz, the Presidio, Muir Woods, and Crissy Field. She is also a Foundation Board Member of the National Society of High School Scholars Foundation and a Board Member of the Stanford Latino Alumni Association. This fall, she will begin her term as a member of the Stanford Associates Board of Governors — the governing body that oversees Stanford's alumni volunteer awards program and directs grants to campus organizations deepening alumni engagement.

Vanessa is bilingual in English and Spanish, with firsthand experience working across Latin America and Taiwan. She is deeply rooted in San Francisco, having lived in the city for over 23 years, with her husband and son.

Education — Stanford University: BA, International Relations · MA, Developmental Economics, Food Research Institute · MBA, Graduate School of Business