

Biography of Betty Francisco



Betty Francisco is a passionate health and wellness professional and the Founder of FitNation Ventures, a boutique consulting practice specializing in youth fitness and lifestyle programs. As its first venture, FitNation launched ReImagine Play, a Boston-based fitness start-up for school-age children and teens. Betty has over 16 years of experience advising health clubs, life sciences and technology companies in the areas of legal, compliance, risk management, operations and human resources. Most recently, she was the EVP, General Counsel for a luxury fitness and lifestyle brand with seven clubs nationwide, operated as Sports Club/LA and Reebok Sports Club/NY. Before that, Betty was a Senior Business Associate at Edwards Wildman where she specialized in start-ups, financings, corporate governance and mergers and acquisitions. Betty serves on the Board of Corporators of Eastern Bank and is an advisory member of the Boston Women's Commission under Mayor Martin Walsh. She is also a member of Bentley University's School of Arts and Sciences Advisory Council and a member of Wheelock College's President's Council. She is the Founder of the Latina Circle, a non-profit social venture focused on developing Latina executive and political leaders. Betty holds a BA in History from Bard College and a joint JD/MBA from Northeastern University. She is fluent in Spanish and resides in Boston with her husband and two daughters. Her full bio can be found at www.bettyfrancisco.com.