

Women-Led Fintech, Pasito, Welcomes Julie Scotland as Co-Founder and CMO

New fintech, Pasito, Inc., positions itself for rapid growth with the addition of marketing leader, Julie Scotland.

BOSTON - June 22, 2021 - Pasito, Inc. ("Pasito") a fintech company making financial planning and guidance more accessible to new parents, today announced that marketing leader, Julie Scotland, is joining the team as Co-Founder and Chief Marketing Officer (CMO). Scotland brings extensive experience from a successful career in technology, startups, marketing leadership, and most recently, motherhood.

Scotland brings to Pasito a passion to support new parents through innovative financial products, technology, education, advocacy, and community. As Co-Founder and Chief Marketing Officer, she will direct Pasito's go-to-market, brand, and growth efforts, and have a special focus on community building. She will also influence all things creative, the product roadmap, and user experience.

"I am thrilled that Julie will be joining me to build Pasito into the leading fintech for parents," said Pauline Roteta, CEO at Pasito. "Her expertise and track record are exactly what Pasito needs to scale our solutions to benefit more families. With Julie on board and the support of our broader team and Advisory Board, we are positioned to deliver financial wellness and peace of mind to every parent in the US."

"I am overjoyed to be joining the accomplished and passionate founding team at Pasito. With Pauline's extensive experience in finance, and her ability to drive change and inspire, we are going to change the way the financial industry services families," says Scotland. "I fundamentally believe that most of the world's problems can be solved if we support new parents to have the resources they need to raise happy, healthy, and safe children. By helping families achieve financial wellness, not only do we give them access to more money and financial protection, but also access to more resources to support themselves and their children when it matters most."

Scotland most recently ran Migration Marketing Consulting, where she led go-to-market and growth marketing strategies for funded technology startups across the healthcare, finance, and online education industries. Previously, Scotland led the MyCase Marketing team at SaaS technology unicorn AppFolio, Inc. At AppFolio, Scotland led go-to-market, demand generation, and retention marketing strategies, exponentially increasing customer acquisition and transforming MyCase from an early stage startup to a leader in the legal tech space. She led marketing efforts from launch through IPO. Scotland is active within her local community and currently sits on the Washington County, Oregon Public Health Advisory Council. She holds a Bachelor's degree in Communications from Loyola Marymount University in Los Angeles, CA where she graduated with honors.

About Pasito, Inc: Pasito, Inc. is a female-founded, minority-owned, mission-driven fintech using technology to deliver financial wellness and peace of mind to underserved American families. Pasito was founded in 2021 and is headquartered in Boston, MA. Learn more at joinpasito.com.