

# Influential Women Recognizes Kate Santacruz as a Senior Associate at DBD Investment Bank

NEW YORK, NY, UNITED STATES, April 10, 2026 /EINPresswire.com/ -- Combining Technical Expertise, Servant Leadership, and Advocacy to Drive Growth and Empower the Next Generation

New York, New York – Kate Santacruz is making a meaningful impact as a Senior Associate at DBD Investment Bank, where she advises founder-led and family-owned businesses in the middle-market through some of the most critical decisions they will ever navigate. From preparing for a sale and exploring capital solutions to succession planning and retirement transitions, her work sits at the intersection of financial expertise with a personal touch—helping business owners make decisions that shape their companies, preserve their legacies, and set up the next generation for success.



Miss Santacruz has built her career around supporting this unique segment of the market, drawn by the opportunity to collaborate directly with accomplished CEOs, entrepreneurs, and business owners. She thrives in environments where trust, communication, and long-term vision are paramount, offering clients not only technical insight but also a steady, strategic presence through major transitions. Her approach reflects a deep understanding that, for many founders, their business is more than a company—it is a lifelong pursuit and a defining part of their legacy.

Over the past three years, Miss Santacruz has worked across a diverse set of industries, including, but not limited to, Business Services, Fitness, Healthcare, Manufacturing, and Industrials. This broad exposure has enabled her to develop a well-rounded perspective on

market dynamics and transaction strategy. At DBD, she plays a key leadership role, overseeing a team of analysts while managing a high volume of 20–25 active deals at any given time. Her work covers the full lifecycle of a transaction—from onboarding clients and preparing go-to-market materials to leading investor discussions, coordinating due diligence, and seeing deals through to closing.

Her ability to balance technical precision with relationship-building has become one of her defining strengths. Miss Santacruz is known for fostering strong, trusted partnerships with business owners, making sure they feel informed, supported, and confident in every decision. By combining analytical rigor with a people-first approach, she helps clients navigate complexity while positioning their businesses for sustainable, long-term success.

Miss Santacruz's journey into investment banking is grounded in a strong academic foundation. She earned a degree in Applied Economics and Management with a concentration in Finance and a minor in Leadership from Cornell University. While at Cornell, she was actively involved in student government at both the university and state level, participated in several student organizations within the Dyson School, served as Director of Outreach and Communications for the Professional Development of Women, and helped found the Cornell FinTech Club. These experiences not only strengthened her technical and leadership capabilities but also shaped her passion for collaboration, inclusion, and personal growth.

Before joining DBD Investment Bank, Miss Santacruz further honed her skills through internships at two globally recognized financial institutions. At Nomura, she served as an Investment Banking Summer Analyst within the Financial Institutions Group (FIG), contributing to transaction research and financial analysis. She also gained cross-sector experience at Wells Fargo, where she worked on the Credit Card and Merchant Services Co-Branded Team, analyzing consumer credit card offerings in the leisure and lifestyle space while contributing to strategic partnerships, product development, and brand initiatives.

At the core of Miss Santacruz's success are three foundational pillars: faith, family, and community. These guiding forces have shaped her worldview, grounded her decision-making, and provided a consistent source of strength throughout her journey. They inform not only how she approaches her career but also how she engages with others, reinforcing her belief in purpose-driven work and meaningful relationships.

One of the most influential pieces of advice Miss Santacruz has received centers on the importance of self-advocacy. She emphasizes that once professionals move beyond the early learning curve, it becomes critical to actively champion their own growth. This means asking for opportunities, taking on challenging assignments, and refusing to downplay ambition. For Miss Santacruz, she sees growth as a moving target, one that requires persistence, curiosity, and the courage to keep pushing forward.

She views self-advocacy as a powerful act of ownership—an intentional step toward realizing

one's full potential. By encouraging others to embrace this approach, she hopes to inspire a culture where ambition is celebrated and where individuals feel empowered to take charge of their own career trajectories.

Miss Santacruz is particularly passionate about supporting young women entering finance. She offers clear, actionable advice grounded in her own experiences, beginning with the importance of knowing one's worth. She encourages women to recognize the value they bring, advocate for fair opportunities, and claim the recognition they've earned.

Preparation, she notes, is a strong source of confidence. By mastering technical skills, staying informed about market trends, and practicing effective communication, young professionals can position themselves for success in competitive environments. Miss Santacruz also underscores the importance of mentorship, encouraging women to seek out individuals who can provide guidance, advocate for their advancement, and help open doors to new opportunities.

Equally important is intentional networking. Miss Santacruz believes that building authentic, meaningful relationships is key to long-term success. By surrounding themselves with supportive peers and allies, young women can create a strong foundation for growth and resilience. She also emphasizes the importance of embracing one's unique perspective, using personal experiences and insights as strengths to lead with authenticity and impact.

Despite the progress made in recent years, Miss Santacruz acknowledges that the underrepresentation of women in finance remains a significant challenge. As a first-generation college student, she navigated her academic and professional path with limited guidance, learning to operate independently and build her own roadmap. Her early career experience as the only woman on her team further reinforced her resilience, while also highlighting the need for greater inclusion and representation within the industry.

Rather than viewing this challenge as a barrier, Miss Santacruz sees it as an opportunity for transformation. She is deeply committed to creating environments where women and underrepresented professionals can thrive, contribute, and lead. Through mentorship, community-building, and advocacy, she aims to help shape a more inclusive and dynamic future for finance—one where diverse perspectives are not only welcomed but actively sought out.

Her leadership philosophy is rooted in a strong set of values, including intentionality, authenticity, service, and a commitment to paying it forward. Miss Santacruz approaches each decision with purpose, aligning her actions with both her immediate goals and long-term vision. She believes that consistent, intentional progress, no matter how incremental, can lead to meaningful and lasting impact.

Building genuine relationships is at the heart of her approach. Miss Santacruz prioritizes trust, collaboration, and mutual support, rejecting competitive or exclusionary dynamics in favor of environments where individuals can succeed together. This perspective is closely aligned with

her belief in servant leadership, a philosophy inspired by Robert K. Greenleaf. Through this lens, Miss Santacruz views leadership as an opportunity to support and empower others, using her skills and experiences to help those around her grow and succeed.

Her commitment to paying it forward is evident in both her professional and personal endeavors. Miss Santacruz actively seeks to create opportunities for others, whether through mentorship, advocacy, or community engagement. She believes that true success is not defined solely by personal achievements, but by the positive impact one has on others and the broader community.

Outside of her role at DBD, Miss Santacruz is deeply engaged in initiatives that reflect her passion for mentorship, social impact, and community building. She leads social initiatives within her firm and serves on the Junior Board of the Coalition for the Homeless, where she mobilizes programs and community engagement across New York City. She is also an active member of the Forward Committee for the Association for Corporate Growth (ACG) NYC Chapter, helping shape programming for middle-market professionals through forums, roundtables, and industry events.

Beyond her professional and philanthropic pursuits, Miss Santacruz embraces activities that challenge and inspire her. She is currently training for her first amateur boxing match in May 2026, supporting Bigvision Community, an organization dedicated to helping young adults lead substance-free lives. When she isn't training or working, she enjoys reading and is currently exploring *The Obstacle Is the Way* by Ryan Holiday, a book that echoes her belief that challenges can become powerful catalysts for growth.

As Miss Kate Santacruz continues to advance her career, she remains focused on creating meaningful impact—both within the organizations she serves and the communities she supports. Through her work in investment banking, her commitment to inclusive leadership, and her dedication to empowering others, she is helping to shape a future where success is defined not only by achievement but by purpose, connection, and the ability to lift others along the way.

Learn More about Kate Santacruz:

Through her Influential Women profile, <https://influentialwomen.com/connect/Kate-Santacruz>, or through her profile on DBD Investment Bank, <https://www.dbdinvestmentbank.com/team-members/kate-santacruz>

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