

Betsy Castro, MBA, Recognized by Influential Women For Financial Leadership In the Nonprofit Sector

NAPLES, FL, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- A Values-Driven Finance and Operations Leader Bringing Clarity, Confidence, and Greater Impact to Mission-Driven Organizations

Naples, Florida — Betsy Castro, MBA, is a finance and operations leader specializing in fractional CFO and strategic financial services for mission-driven organizations. As Founder of Castro Concepts, LLC, she partners with nonprofits and social impact organizations to strengthen financial clarity, improve decision-making, and build sustainable systems. With over 25 years of experience in finance, operations, and organizational strategy, her work is grounded in a simple belief: organizations making an impact deserve financial clarity.



Throughout her career, Betsy has held senior finance and operations roles across nonprofit, education, and social impact sectors, overseeing large-scale budgets, leading cross-functional teams, and developing strategies that support growth and stability. Her expertise spans budgeting, forecasting, scenario planning, financial reporting, and organizational design, giving her a perspective that extends well beyond traditional accounting.

Through Castro Concepts, Betsy brings that experience to organizations that need experienced financial leadership without a traditional full-time CFO. At the heart of her work is a desire to make finance less intimidating and more empowering. She helps leaders understand not just what their numbers say, but what those numbers make possible—giving them the clarity and confidence to anticipate needs, evaluate opportunities, and build for the future.

Betsy holds a Bachelor of Science in Accounting and an MBA in Finance from Rider University. She received the Harold L. Conover Leadership Award for her contributions to nonprofit work, was a Founding Member of Chief's Miami Chapter, and is an active member of Fractionals United. Known as a trusted financial partner—and sometimes simply as “Betsy the Bestie”—she values making complex financial information understandable, practical, and useful.

A defining characteristic of Betsy's career is her willingness to trust herself and take calculated risks. Entrepreneurship has brought moments when walking away felt easier than pushing forward, but she continues to bet on herself. That willingness to pivot when something no longer aligns with her values has helped her build a career—and a business—on her own terms, while using her experience to help organizations doing important work extend their impact.

Betsy also carries forward a piece of career advice that changed her perspective on leadership and balance: “Go home because the work will still be there tomorrow.” The lesson reminded her that no one person is responsible for keeping an entire organization running—and that burnout is not a requirement for professional success. Today, she places significant value on boundaries, balance, and building a career that is sustainable over the long term.

For young women entering accounting and finance, Betsy encourages them to make the profession their own. Finance is about far more than numbers; it is about people, strategy, and impact. She encourages young professionals to pursue diverse experiences, align their careers with their values, and take risks early. Rather than feeling obligated to follow a predetermined path, she encourages women to build careers that reflect their strengths, interests, values, and the lives they want to lead.

Betsy also sees significant opportunity in the rapid evolution of technology and artificial intelligence. She believes these advancements can move accounting and finance beyond manual processes and toward more strategic, insight-driven work. At the same time, many nonprofits still lack access to strong financial leadership and modern financial systems. She sees an opportunity to help close that gap through financial expertise, accessible tools, and strategic support.

Authenticity is the value that most guides Betsy's professional and personal life. She believes in showing up as herself, building genuine relationships, and maintaining strong boundaries so professional success and personal fulfillment can coexist. For Betsy, those principles are essential to sustaining both her effectiveness and her energy over the long term.

Outside of work, Betsy enjoys cooking for the people she loves, traveling the globe with her husband, discovering delicious wines, reading jaw-dropping novels, and caring for the abundance of wildlife in her yard.

Through her work with nonprofits and mission-driven organizations, Betsy Castro demonstrates

that strong financial leadership can be both strategic and deeply human. By combining more than two decades of financial expertise with authenticity, adaptability, and a commitment to impact, she helps organizations navigate complexity, strengthen their financial foundation, and stay focused on the missions they serve.

Learn More about Betsy Castro:

Through her Influential Women profile, <https://influentialwomen.com/connect/betsy-castro> or through her profile on Castro Concepts, <https://www.castroconceptsllc.com/about-2>

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