



Ba Manuzzi with (from left) Noah Schnapp from the hit Netflix series *Stranger Things*, and actor Adrian Grenier.

The Importance of Hustle in Building Your Brand

A new wave of change makers understand that, to have true wealth, they must leverage their platforms to make a positive impact on the world, and leave a legacy they can be proud of.

I got my first lesson on how powerful capital can be for making a difference when I worked in the fashion industry in the favelas of Brazil. I became familiar with the housing problem there, and the government announced a program called “Minha Casa Minha Vida” – financing houses for those who’d never had one. I was fascinated by it. I shifted careers and partnered with an investment boutique and real estate developer who was doing those projects and soon saw that fundraising was a superpower of mine.

My unusual career path gave me great experience and attracted like-minded high-net-worth individuals with whom I joined forces. Today, I’m focused on redefining wealth and guiding a generation of wealthy influencers to create purpose-driven wealth and make a difference in communities.

At UMANA, our multi-family office, I primarily focus on creating wealth aligned with one’s values. I provide influential voices with the resources to be loud and responsible, building startups and matching conscious celebrities with purpose-driven brands.

By helping them understand their values and causes, their wealth and actions become more value-driven, and they proudly become more vocal about their work.

When asked about the secret to my success, I like to say it comes down to finding a balance between making things happen and letting things happen. I’m a hustler at heart

but also spiritual. I’ve realized the importance of flow in life, or “The Law of Least Effort,” as Deepak Chopra says. I also focus more on collaboration, being bold, adaptable, not worrying about “rules,” leading with my heart, and staying true to myself.

I was often underestimated, so hustle was essential to my early days. The level of persistence and consistency I had to show was significant. When I launched my first venture fund in Silicon Valley, many in the industry were surprised. Who did I think I was, trying to break into the “Bro Club” of Silicon Valley as a young female Latino immigrant? Fortunately, I knew exactly who I was and what I was trying to achieve. I realized there was a gap in the market to support purpose-driven founders, so that’s what I set out to do. I never felt sidelined in the industry because I wasn’t competing with old ideals, stale mindsets, or antiquated “rules.” I created my own path.

What I achieved on that path relies on collaboration. My success is genuinely tied to the success of others. I fulfill my purpose by helping UMANA’s family members live their purpose-driven lives. By focusing on this combined effort, I’ve helped others achieve extraordinary things and, by doing so, furthered my own goals and dreams to keep being a part of the change. ■

Ba Minuzzi, CEO of UMANA, is an entrepreneur who leads conscious investing and wealth management for celebrity clients.