

MEMBER SPOTLIGHT

LEAH PRICE

Vice President of DART/
Lending Ecosystem, Figure



Hometown

Originally from Northern VA, but relocated to West Palm Beach, Florida during the pandemic

Fun Fact

I speak Spanish and Portuguese and lived in Brazil

Hobby

High performance driving events (I drive a car that has been heavily modified for track events)

How long have you been a member of WHF and what have you gained from being a member?

I began attending events in-person around 2013, and joined as a member some time after that. I live in Florida now so I don't make it to in-person events, but I've continued to join webinars which have broadened my knowledge of housing policy.

How do you make the best use of your day?

The culture at Figure is one where we try not to have meetings unless they are absolutely necessary. If something can be resolved over a well-written email, then we make an informed decision over email and move on to the next thing. This has an overwhelmingly positive impact on my productivity and I would recommend other companies consider adopting the same policy.

What do you love most about what you do?

I love the challenge of doing something that has never been done before. For example, at Figure, for the first time in history, we originated [mortgages](#) that were digitally-native assets and sold them on a blockchain. There are very few opportunities in life to do things that have never been done before.

What inspires you?

Stories of overcoming adversity.

What is the best advice you've ever received?

A Black female executive at Fannie Mae (where I last worked) said to a group of us at a women's networking event: "you should seek out mentors who don't look like you." This has stayed with me for years. The typical thinking tends to be "I'm a woman, so I should have female mentors," (and I have many wonderful female mentors) but I've found that my mentors who are not anything like me have been some of the most insightful. These people see the world very differently from me, and have broadened my perspective on what's possible.

What are you currently reading?

One of my great pleasures is reading the physical newspaper over a cup of coffee. But the book I am recommending to everyone right now is "[The Infinite Machine](#)" by Camilla Russo. It is a riveting account of the people who worked together to build Ethereum blockchain.

What is your personal philosophy?

This is such a hard question, but I think having a sense of humor is incredibly important, especially in challenging situations. Even though I'm a serious person, I do love to crack people up with a good zinger, and appreciate the same in others.

Who do you look up to the most and why?

Someone who I admire from afar is Sallie Krawcheck. I worked in her organization at Citi leading into the great financial crisis. In a time when there were very few women leaders in financial services, she managed to rise through the ranks and she has an amazing sense of humor.