

Lisa Morales-Hellebo is a VC, seasoned entrepreneur, strategic futurist, and community builder. She has honed her skills for spotting and coaching winning teams over her 27+ years working with startups to F500s on strategy and execution across branding, product development, and innovation.

She is passionate about helping fashion tech and supply chain startups achieve industry adoption, growth, and scale.

Lisa is co-founder and general partner of REFASHIOND Ventures — a NY-based venture fund that invests as the first institutional check in early-stage startups refashioning supply chains across Data & AI, Advanced Materials, Advanced Manufacturing, and Next Generation Logistics; defensible through economic moats.

She is also catalyzing the infrastructure paradigm shift to localized, collaborative fashion demand chains as co-founder of REFASHIOND OS (rOS), which acts as a digital agent for local fashion value chains, from fibers to finished goods; delivering sustainability, living wages, and better margins — Made in the USA. She is co-founder of The Worldwide Supply Chain Federation, an organization that is changing how supply chain professionals learn about, collaborate, and adopt supply chain innovation around the world. The New York Supply Chain Meetup is its founding chapter, attracting hundreds of attendees from around the globe to its monthly events.

Lisa founded and launched the New York Fashion Tech Lab in 2014, with Springboard Enterprises and the Partnership Fund for NYC while serving as Executive Director for the first year. Lisa's previous fashion tech startup, Shopsy, raised capital and participated in TechStars in 2012.

A graduate of Carnegie Mellon University, Lisa has been featured in numerous publications and media outlets, has received numerous awards, including being selected as the 2022 Top Woman in Supply Chain by Supply & Demand Chain Executive Magazine; and is profiled in the bestselling book, Disrupters: Success Strategies from Women Who Break the Mold. A distinguished speaker, Lisa has keynoted events and participates in panels covering technology, supply chain, logistics, venture capital, fashion tech, women in tech, diversity, building innovation ecosystems, entrepreneurship and more.

Lisa is a proud Puerto Rican New Yorker, born in the Bronx; and serves on the Advisory Board for Parallel18 accelerator in Santurce, Puerto Rico.



The Future of Fashion Supply Chains

Supply Chain Innovation

Localization of Fashion Supply Chains Driving Sustainability, Circularity, & Transparency

Building Startup Ecosystems Outside of Silicon Valley

Understanding the Emerging Fashion Tech Landscape

Fostering Collaboration Between Builders (startups) & Buyers (enterprises)

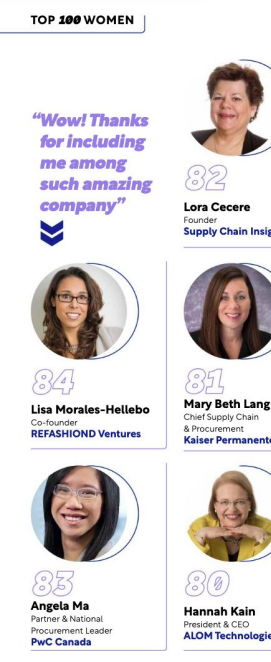
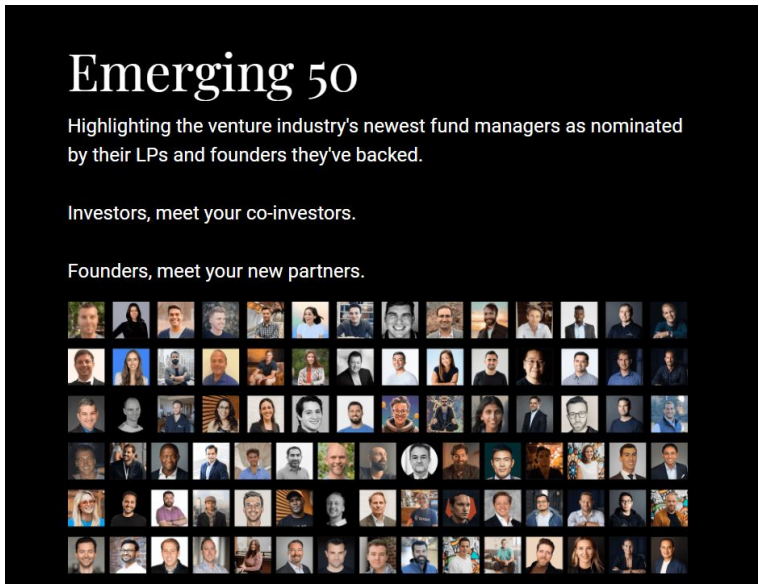
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Lisa Morales-Hellebo
New York Tech Fashion Lab



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