LUISA R. BELTRAN
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EDUCATION

Northwestern University, Evanston, IL
Bachelor of science in communications. Dean's list. National Hispanic scholarship recipient.
Wall Street Correspondent

University of California, Berkeley School of Law

EXPERIENCE

Fortune
Finance reporter **October 2022 to August 2025**
Covered private equity, fintech and major Wall Street banks such as Goldman Sachs and Bank of America. Produced exclusive stories for *Fortune*'s sophisticated retail readership.

- Broke major news including Circle's revived IPO plans, JPMorgan Chase's firing of a tech analyst who questioned its CEO, and Chime's declining valuation.
- Analyzed performance of private equity funds that invested in 2021. Several PE firms distributed these reports to their investors.
- Frequently authored, compiled and edited the *Term Sheet* daily newsletter.
- Conducted in-depth research on Fortune 500 companies and authored concise briefs for web content.
- Mentored, trained and edited young reporters in M&A and private equity.
- Evaluated female executive candidates for *Fortune*'s *Most Powerful Women* annual report.
- Investigated how large banks are requiring fintechs to pay for customer data and how this could lead to the demise crypto and financial services firms.
- *Skills: Team leadership, mentoring, editing, coaching, editorial development, research*

Barron's Group
Reporter **December 2019 to October 2022**
Focused on IPOs and fintech M&A for *Barron's*, which provides stock picks and financial news for experienced investors.

- Translated complex analyst research focused on financial services, consumer and energy firms into actionable reports for retail investors.
- Investigated how U.S. regulators helped cause a decline in 2021 SPAC IPOs for *Barron's* magazine.
- Covered the rise and fall of IPOs during the 2021 bubble and its impact on investors.
- History of producing scoops including the sale of Envestnet, Fidelity National Information Services pulling the auction of its capital markets unit, Robinhood's plans to push forward with its IPO despite the GameStop backlash, and Plaid wrapping up its fundraising.
- *Skills: Interpreted analyst research, editorial development, editing*

***PE Hub*, a unit of PEI Group**

Senior Editor **November 2014 to November 2019**

Led editorial operations for PE Hub, a platform targeting the private equity sector. Generated scoops on fintech M&A transactions, private equity fundraisings, and executive changes. (PE Hub was sold several times and is currently owned by PEI.)

- Oversaw, authored and edited the PE Hub daily newsletter.
- Succeeded in generating a 31% open rate for the PE Hub newsletter.
- More than doubled the PE Hub newsletter audience to 90,000 subscribers.
- Moderated panels at PE Hub conferences as well as served as a panelist for outside events.
- Edited and guided younger reporters.
- Wrote daily summaries on PE deals, executive moves and fundraisings for newsletter.
- *Skills: Team leadership, mentoring, coaching, newsletter creation and management, editing, panel moderation*

***PE HUB*, PART OF REUTERS**

Senior Writer **June 2010 to October 2014**

Reported on leverage buyouts, minority stake sales, fundraising and executive changes. (Reuters sold PE Hub in Oct. 2014.)

- Frequently authored the PE Hub daily newsletter.
- Moderated panels at PE Hub conferences and served as a panelist for outside events.
- Broke news on private equity deals.
- *Skills: Research, newsletter creation, editing*

***IGNITES*, A UNIT OF THE FINANCIAL TIMES**

Reporter **March 2009 to May 2010**

Covered asset management including M&A, ETFs, 529 college saving funds as well as fund firm technology and operations issues.

- Broke asset management news
- Conducted video interviews of top asset management CEOs including Fidelity, TIAA and Franklin Templeton.
- *Skills: Research and reporting, video interviews*

The Deal

Senior Writer **February 2005 to December 2008**

Reported on private equity dealmaking before and during the 2008 financial crisis.

- Exclusively reported that GE Capital, at the time the largest middle market lender, had stopped financing new deals.
- Analyzed how the lack of middle market credit was impacting private equity dealmaking.
- Investigated private equity's opportunistic investments in troubled banks.
- *Skills: Long-form reporting, research, editing*

MarketWatch
Wall Street Correspondent **September 2002 to October 2004**
Covered major investment banks during New York Attorney General Eliot Spitzer's investigation of the $7.5 trillion mutual fund industry.

- Reported NYAG Spitzer's $1.4 billion settlement with 10 investment banks to clean up analyst research.
- Real-time court coverage of the trials of Martha Stewart, Tyco and Frank Quattrone.
- Interviewed top CEOs on air for spot broadcasts.
- *Skills: Real-time reporting from courthouse and video interviews.*

AWARDS & AFFILIATIONS

- Member, National Assoc. of Hispanic Journalists
- Newswomen's Club of New York
- Brio Fiction Award Winner