



Janice Shade is a social entrepreneur, financial innovator, and author with 30 years' experience building brands, businesses, and movements.

After an early career in brand management at Procter & Gamble, Welch's, and Seventh Generation, she set out to explore new models for conscious commerce and community capital. Since 2006, she has launched or co-founded for profit and nonprofit ventures including TrueBody Products, Milk Money, and Local First Vermont, all of which share common themes of democratic access to capital, economic justice, and local economic resilience. Janice is currently the founder of The Initiative for Local Capital, a non-profit innovation lab; and a founding board member of the National Coalition for Community Capital.

Janice is an avid skier and hiker, science fiction enthusiast, and devoted soccer/ballet mom. She lives in Jericho, VT, with her husband, two daughters, and dog.