

JULIE SOARES

Financial Readiness Associate Director

Julie Soares serves as the Financial Readiness associate director for Wounded Warrior Project® (WWP). In her role, she leads teams that help warriors build financial resiliency and confidence.

As someone who grew up in a home where financial struggles were common, she connects with the WWP mission on a personal level. She's passionate about ensuring the military community, both veterans and their families, have access to the knowledge and support they need to thrive financially.



Julie is a military spouse and knows firsthand the emotional impact of financial challenges. From moving often and leaving jobs she loved to continually finding new opportunities to grow, Julie brings experience leading banking centers, managing financial retail teams, and developing new branch locations. In addition, she served as a key account manager for PepsiCo, and ran a Department of Environmental Permitting team.

She holds a bachelor's degree in business from Florida State University and a master's in business administration from the University of North Alabama.

Based in Jacksonville, Julie loves to travel and cook fun foods. She also has a passion for plants, but her most treasured moments are spent with her husband, Steve, and their two daughters.

Contact: Kaitlyn McCue, Public Relations, kmccue@woundedwarriorproject.org, 904.870.1964

About Wounded Warrior Project

Wounded Warrior Project® (WWP) is the nation's leading veterans service organization, focused on the total well-being of veterans, service members, and their families. Our programs, advocacy, and awareness efforts help warriors thrive, provide essential lifelines to families and caregivers, and prevent veteran suicides. [Learn more about Wounded Warrior Project.](https://www.woundedwarriorproject.org)