

Cassandra DiBenedetto (She/Her)

Executive Director, ScholarShare Investment Board



Cassandra DiBenedetto is the Executive Director of California's ScholarShare Investment Board (SIB). In this role, she oversees the state's 529 college savings plan, ScholarShare 529, with \$16.5 billion in assets and 450,000 accounts as of December 31, 2024. She also leads the California Kids Investment and Development Savings Program (CalKIDS), the nation's largest children's savings account initiative, as well as the California Memorial Scholarship Program.

Before joining SIB, Cassandra served as Executive Director of the CalAccount Blue Ribbon Commission.

There, she successfully launched a state-wide feasibility study on banking unbanked Californians, meeting critical legislative mandates.

With a solid foundation in public outreach, communications, and financial services, Cassandra is deeply motivated by her personal experiences with the challenges of affording higher education. Her passion drives her commitment to expanding opportunities for families to save for college and build financial security. Cassandra holds a bachelor's degree in political science from Sacramento State University.