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Santa Barbara Foundation Welcomes Bonnie Forssell as Vice President, Finance and Administration

Previously of Vitamin Angels, Forssell brings a wealth of finance experience in the nonprofit sector and joined Foundation on January 20

(Santa Barbara, CA) - After an extensive national search, the [Santa Barbara Foundation](#) (SBF) announces the appointment of Bonnie Forssell as its new Vice President, Finance and Administration, who joined the Foundation on January 20, 2026.

With more than 20 years' experience in finance and leadership, Forssell most recently served for seven years as the chief financial officer of Vitamin Angels, a Goleta-based international nonprofit focused on public health in underserved communities.

"We are so pleased to have Bonnie join our team," said Jackie Carrera, President & CEO at the Santa Barbara Foundation. "Her blend of leadership skills, experience with high-value and technology businesses, and commitment to the nonprofits at the heart of our work will help the Foundation significantly advance our mission."



Forssell started her career with KPMG in their audit practice, and since then, has led the finance function at billion-dollar global organizations and rapidly expanding health tech start-ups, as well as serving small businesses as an outsourced CFO.

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“Working with Vitamin Angels uncovered my passion for the nonprofit sector,” said Forsell. “I am deeply motivated by the power of generosity and shared responsibility, so I’m excited to expand my support for nonprofits across Santa Barbara County while serving the Santa Barbara Foundation team, partners and stakeholders.”

Forsell is a CPA licensed in California (inactive) and graduated with a Master of Accountancy with an emphasis in Information Systems from the University of Missouri-Columbia.

She was named a Top CFO by the *Pacific Coast Business Times*, 25 Most Promising California CFOs by *Finance Weekly*, and was nominated twice for the CFO Leadership Awards by the *Los Angeles Times*.

She has been asked to speak at events, webinars, podcasts and conferences on a variety of topics including what successful CFOs do, leading organizations through a pandemic, building an IT ecosystem, and how the role of the CFO has evolved.

About Santa Barbara Foundation

Founded in 1928, the Santa Barbara Foundation actively connects donors, nonprofits, government, businesses and the people of Santa Barbara County to take on the most challenging needs facing our region’s communities. Recognizing that its work depends on the strength of the social sector, the Foundation is committed to the health and vitality of local nonprofits. Knowing that together we can do more, the Foundation mobilizes charitable giving and connects their expertise to that of donors, nonprofits, and residents to create meaningful impact on the communities of our county. SBFoundation.org.

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