

NATALIE WHITE

Founder and CEO, Moolah Kicks

Natalie White is the Founder and CEO (“Chief Everything Officer”) of Moolah Kicks, the first footwear brand focused specifically on women’s basketball. Built by and for female ballers, Moolah Kicks embodies both purpose and performance. Moolah Kicks is fueling the hype, creating new opportunities, and igniting a unique culture in women’s basketball. This female focused basketball brand blazed into the industry in 2020 with its sights set on elevating basketball for female ballers in every dimension — from performance, to products, packaging, and the press. In 2 years, White has earned the respect of industry leaders, raised seven figures of capital, secured production in one of the top factories in the world, and commercially produced sneakers which biomechanically fit female ballers, decreasing risk of injury and elevating performance. She has clenched a historic partnership with Dicks Sporting Goods, who has embraced both the product and movement by placing Moolah Kicks’ debut sneakers and apparel in over 150 doors. Their presence in-store makes it clear: Moolah Kicks is making moves for women’s basketball.