

# Buyouts

## Julia Wittlin, RedBird Capital Partners: Women in Private Equity 2026

*Julia Wittlin spent 15 years at BlackRock before joining RedBird, whose OneTeam launched with partners from the NFL and MLB player associations. Now she's a lead on RedBird's college sports efforts, including its engagement with the Big 12 Conference.*

By Rafael Canton

1 April 2026



Julia Wittlin is constantly in learning mode at RedBird Capital Partners.

“What I love about private equity is that it allows me to be a permanent student,” the partner for sports, media, and entertainment at RedBird, says. “When I think back to what I wanted to do in college, it was exactly that – to keep learning, researching, thinking deeply about problems, and figuring out how to move solutions forward.”

*“All of the investments are different expressions of the same thesis”*

Wittlin’s yearn to learn was present in college at the University of Rochester, where she was an economics major with a focus in math and statistical modeling. Wittlin had no idea she wanted to be in private equity.

“I initially thought I wanted to pursue a PhD, but a professor pulled me aside and said, ‘You’re probably not going to like academia. Why don’t you go work in asset management?’” she recalls. “At the time, I had absolutely no idea what that meant.”

Wittlin searched online for asset managers and she emailed BlackRock noting that the firm “was still relatively early in its growth at the time and scrappy.” She initially joined BlackRock’s Quant team before later transitioning internally to a division focused on alternative investments.

Wittlin spent 15 years at BlackRock before moving to RedBird. She was acquainted with RedBird through BlackRock's investment pursuit of a deal for portfolio company OneTeam. Though a deal never materialized, Wittlin was impressed with how RedBird launched OneTeam with partners from the NFL and MLB Players Associations.

"The idea that in private equity you can not only invest in existing companies and help drive topline growth or operational efficiencies, but also build something from scratch, was incredibly compelling to me," Wittlin says.

"As I was doing diligence, I ultimately fell in love with the way RedBird invests. At RedBird, managing partner Gerry Cardinale often asks us to think about the art of the possible. Not just purely investing, but what we can build and create."

RedBird offers Wittlin the chance to be entrepreneurial. In her four-plus years at RedBird, Wittlin has investment oversight responsibilities in deals for investments such as Fenway Sports Group, Alpine, and Dream 11.

"All of the investments are different expressions of the same thesis which is around premium intellectual property," Wittlin says. "What has stood out is the ability to partner with these assets that in many ways are public-private partnerships."

Next on Wittlin's learning path for RedBird is college sports. She is one of the leads on RedBird's broader college sports efforts, which includes the firm's engagement with the Big 12 Conference.

"Our goal is very similar in college sports as it is in professional sports, which is to be a good steward of assets," Wittlin says. "The difference between college and the pros is that here we're partnering with these institutions, many of which are obviously publicly funded. Our goal is to help them have the best athletic programs, to help drive revenue for those programs and the school so they can achieve their broader strategic mission."