

Piya Saliba Calls for Stronger Support Systems for NICU Families

Piya Saliba, CEO of Fountain Capital and philanthropist based in Beverly Hills, California, advocates for practical family support and greater awareness around neonatal intensive care.



Beverly Hills, California Sep 28, 2026 ([Issuewire.com](https://www.issuewire.com)) - When Hard Moments Remind You What Matters

For families navigating the uncertainty of a neonatal intensive care unit, the experience can feel isolating and overwhelming. Piya Saliba, CEO of Fountain Capital and advocate for family support initiatives, believes communities can do more to help these families feel seen and supported during some of life's most difficult moments.

Through her involvement with the Cedars-Sinai NICU Parent Council and the Nalin and Naseeb Foundation, Saliba has worked to raise awareness around the challenges families face when caring for newborns in intensive care. Her approach centers on listening, showing up, and creating space for connection.

"When you sit with families during hard moments, it changes your perspective. It reminds you what actually matters," Saliba said.

Support Can Start Simple

Saliba emphasizes that meaningful support does not require complex systems or large budgets. Small, intentional actions can make a significant difference for families in crisis.

"Support doesn't have to be complicated. Sometimes it's as simple as showing up, listening, or helping a family feel less alone," she said.

Her work encourages individuals and organizations to think about how they can contribute in practical ways, whether through volunteering, connecting families with resources, or simply being present.

Leadership Rooted in Responsibility

Saliba's leadership philosophy, shaped by her career in finance and investment and her early exposure to entrepreneurship between Indonesia and Singapore, reflects a belief that business and leadership should serve people, not just outcomes.

"I don't see leadership as control. I see it as a responsibility. You're responsible for people, not just outcomes," she said.

She applies this philosophy both in her role at Fountain Capital and in her philanthropic work, where she advocates for steady, thoughtful action over quick wins.

Bridging Business and Community

Saliba believes that business leaders have a role to play in supporting the communities they operate in. She advocates for connection between professional success and community impact.

"Business doesn't exist in a vacuum. It should connect back to people and community," she said.

Her work demonstrates how professionals in any industry can integrate purpose and service into their leadership without losing focus on their core responsibilities.

What You Can Do

Saliba encourages individuals to take small steps in their own communities. Consider volunteering with local parent councils or family support organizations, offering your time to listen to families in need, or advocating for greater awareness of neonatal care challenges. Even small actions can create meaningful change.

About Piya Saliba

[Piya Saliba](#) is the CEO of Fountain Capital, a finance and investment firm based in Beverly Hills, California. Raised between Indonesia and Singapore, she brings a people-first approach to leadership shaped by creativity, culture, and early exposure to entrepreneurship. She is involved in philanthropy through the Nalin and Naseeb Foundation and the Cedars-Sinai NICU Parent Council, where she advocates for family support and neonatal care awareness.

Media Contact

Piya Saliba

*****@piyasalibabeverlyhills.com

<https://www.piyasalibabeverlyhills.com/>

Source : Piya Saliba

[See on IssueWire](#)

