

Joseph Gradante Reflects on Raising \$30 Million for Allio Capital

Lake Oswego, Oregon Oct 26, 2026 ([IssueWire.com](https://www.issuewire.com)) - [Joseph Gradante Oregon](#) based CEO and Director of Sales at Allio Capital, is reflecting on the experience of building a fintech company from the ground up and using lessons from finance and sales to help bring the business to life.

Gradante's path to entrepreneurship was not part of his original plan. Growing up on Manhattan's Lower East Side, he initially imagined becoming a meteorologist and later considered attending law school. Instead, New York's financial industry pulled him toward Wall Street, where he began developing the sales and market experience that would later shape his career.

His early career included time at Hennessee Group LLC, Sidoti, and Merrill Lynch. Gradante originally hoped to work as a trader, but an unexpected career turn revealed another strength.

"I never got the opportunity to trade, but I learned that I was a great salesperson while selling for trading desks," Gradante said.

That experience became important years later when Gradante moved from working within established financial institutions to helping build a company of his own.

Turning Wall Street Experience Into a Fintech Company

Gradante began thinking differently about his career as he watched technology reshape the financial industry. Instead of following a conventional path, he chose to help build Allio Capital, a wealth management platform that incorporates artificial intelligence and technology into its approach.

The move required him to combine experience in sales, capital markets, communication, and company building.

"There isn't anything harder than building an AI fintech company from the bottom up just out of thin air," Gradante said. "By building this, it's proven to me that I could succeed at anything if I put my mind to it."

Gradante says he used his collective experience in finance and sales to raise \$30 million for Allio Capital. The process also reinforced the importance of being able to communicate a complex idea in simple terms.

For Gradante, building a company has required more than understanding markets or technology. It has also meant learning how to explain a vision, work with others, and adapt when plans change.

Why Continuous Learning Became Part of the Strategy

Building a fintech company also required Gradante to keep learning beyond his original finance background. His professional studies have included the Wharton Fintech Executive Program, participation in the WTIA accelerator, and additional sales and coding bootcamps.

He describes himself as autodidactic and believes self-directed learning is especially useful when working in industries where technology and customer expectations continue to evolve.

“Never stop asking questions,” Gradante said.

That philosophy has influenced the way he approaches both business and personal development. Rather than assuming experience will always provide the right answer, Gradante focuses on learning new skills and challenging existing assumptions.

He also believes collaboration plays an important role in entrepreneurship. In his view, startups depend on teams that can question ideas, solve problems, and bring different strengths to the table.

A Different View of Career Setbacks

Gradante’s experience building Allio also changed the way he thinks about success and failure.

His original goal of becoming a trader never happened. His plans for law school were delayed as his career moved in a different direction. Instead of viewing those outcomes strictly as failures, Gradante sees them as part of a longer process.

“Success is defined by the individual’s goals and what they hoped to learn from the experience, even if those set goals don’t manifest,” he said.

That mindset has become particularly relevant in entrepreneurship, where plans often change as companies develop.

Gradante also keeps daily, short-term, and long-term goal lists to measure progress over time. Outside of work, he incorporates meditation, positive affirmations, and yoga into his routine to help maintain focus.

“Putting time into self-care actually makes you happier and therefore much more productive,” he said.

For Joseph Gradante, Oregon is now the home base for a career that began in New York and evolved through finance, sales, technology, and entrepreneurship. His path continues to reflect an approach centered on curiosity, adaptability, and the willingness to keep learning when the original plan changes.

About Joseph Gradante

Joseph Gradante is the CEO and Director of Sales at Allio Capital and is based in Lake Oswego, Oregon. His background includes experience at Hennessee Group LLC, Sidoti, and Merrill Lynch, along with professional studies through the Wharton Fintech Executive Program and the WTIA accelerator. His areas of focus include capital markets, macroeconomics, entrepreneurship, sales, technology, and self-directed learning.

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