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Carolyn Rodz

Founder and CEO

Featured in Fortune, Inc., Fast Company, Entrepreneur and more, Alice was founded by three-time Latina entrepreneur Carolyn Rodz. She has helped raise billions of dollars of capital for innovative organizations, created a luxury retail line that sold in over 400 stores worldwide, including Neiman Marcus, Harrod's, and Bloomingdales, and later launched a global marketing firm that supported specialty product launches within Fortune 500 enterprises and startups positioning themselves for industry leadership.

Carolyn now serves as an advocate for women entrepreneurs, connecting them to sources of capital, strategic partners, and mentors to create businesses that scale. She is committed to closing the gender gap prevalent in the startup environment by helping female founders implement key strategies for sustainable, accelerated business growth.

Carolyn was recognized by Inc. as a "17 Women to Watch in 2017," by Entrepreneur Magazine as a 2016 "Woman to Watch," and was selected to participate in the United Nations Foundation Global Accelerator. She is a member of the Dell Women's Entrepreneur Network, a Fortune Most Powerful Women attendee, and has received numerous accolades, including being chosen as a Sam Walton Emerging Entrepreneur and American Express Micro to Millions awardee. She is a TEDx speaker, regular contributor to major media outlets, and is a board member for the Texas A&M Mays College of Business. Carolyn resides in Houston, Texas with her husband and two boys, Luca (5) and Henry (3).

