

## Carol J.S. Roth

### Short Biography

Carol Roth is a “recovering” investment banker; entrepreneur and small business owner; TV/media pundit; economic, business, and financial commentator; small business expert; content developer; and 2x *New York Times* bestselling author.

Coming from a blue-collar family, Carol has worked hard to seize the American Dream, and works to preserve that opportunity for all Americans.

Carol was the first person in her immediate family to graduate from college. She graduated from The Wharton School of Business at the University of Pennsylvania in 1995 with a Bachelor of Science in Economics, Magna Cum Laude.

From there, she began her work in corporate finance with Montgomery Securities (through several mergers becoming Banc of America Securities), where she helped companies raise capital and conduct mergers and acquisitions. Carol became a Vice President by the age of 25.

Over the course of her career, she has helped companies with more than \$2 billion worth of transactions, as well as high-level strategic advice.

In her corporate finance role, Carol developed a passion for small business, knowing they didn’t have the resources to hire top-tier firms to get better advice. As she expanded her career, she looked for ways to impart advice to small businesses, particularly leveraging media.

Now, in her own small business, she gets to work with businesses big and small. Carol has worked in a variety of capacities across industries, including as a proxy/outsourced chief customer officer, as a director or advisor on public and private company boards, and as a strategic advisor and consigliere.

Carol has spoken and consulted on small businesses for numerous companies, including some of the biggest companies in the world, including Microsoft. She has even been hired to speak about small businesses by firms as far away as Dubai to impart her expertise. Carol was named a Top 100 Small Business Influencer for 2011, 2012, 2013, 2014, & 2015 by Small Biz Trends.

Carol has written three books, two of which focused extensively on small business, including “The War on Small Business”, which chronicled the government mandates, as well as government and monetary policy that had an adverse impact on small business during and after the “covid era”.

Carol has appeared on television for well over a decade. She connects the dots on financial, business, and economic issues for novice and pro audiences alike, and is often called as an expert to talk about small business subject matter.

Carol has a large online following, which includes thousands of small business owners, as well as a proprietary mailing list, with many small business owners as members. On her website’s blog, she frequently provides opportunities for small businesses and small business experts to get noticed at no cost to them.

She likes to say that she advocates for small business, small government, and big hair.

More information can be found on Carol’s website at [CarolRoth.com](http://CarolRoth.com).