

CAROL ROTH | OVERVIEW

**Stirring Up Main Street & Wall Street - Heard, Seen & Read by Millions Every Week
CNBC Contributor, Former WGN Radio Host, New York Times Best Selling Author,
\$2 Billion Deal Maker & Noted Business, Finance & Current Events Expert**



ABOUT CAROL ROTH- BUSINESS AND FINANCIAL EXPERT AND ADVOCATE

Business and Financial Expert and Advocate Carol Roth leverages her deep and broad background as a go-to influencer, adviser, advocate and spokesperson on all things business and finance. Carol is a national media personality, 'recovering' investment banker, entrepreneur, investor, speaker and author of the *New York Times* bestselling book, *The Entrepreneur Equation*. She is currently an on-air contributor for the national cable television station CNBC, the preeminent name in business news. Carol appears across the station, including as a panel member weekly for the 4-5pm hour of *Closing Bell* and also writes provocative op-ed pieces for CNBC.com and *Entrepreneur*, among other outlets.

Previously, Carol hosted *The Noon Show*, a current events talk show on WGN Radio. Prior to joining CNBC, Carol was seen weekly on many national television outlets including CNN, Fox News and MSNBC. Carol has been named a Top 100 Small Business Influencer in the nation by Small Biz Trends for 2011, 2012, 2013 & 2014. She leverages a credible business background, large media footprint (including proprietary platforms) and bold personality to connect brands with a small business audience. Carol is also one of the only female thought leaders and influencers to generate very strong demographic crossover appeal.

CAROL ROTH HIGHLIGHTS

- **Strong Traditional Media Presence:** Carol appears weekly on CNBC and other NBC affiliates & writes actively for CNBC.com & other outlets ranging from *Entrepreneur* to *The Huffington Post*;
- **Social Media Presence:** Carol has a strong social media presence with an active, engaged following; she's a Verified (blue check) Twitter user with 50,000+ followers and a Klout score in the 70s; she also has a proprietary blog with a stable of contributors and a large email list;
- **Strong Brand Relationships:** Carol has worked as a spokesperson, influencer and/or advisor for a number of companies, including Microsoft, Bank of America, Regus, MasterCard, Yahoo!, DexOne and others. Even Twitter features her as a go-to expert, such as in its [Twitter Small Business Newsletter](#);
- **Local and National Small Business Network:** Nationally, Carol has connections with key small business experts in a variety of verticals. She also sits on a Chicago board of influencers in small business and works with the City's small business expo, which currently draws nearly 4,000 entrepreneurs each fall;
- **Sought After Speaker:** She is a sought after speaker/moderator, having emceed and spoken for The *New York Times* Small Business Summit, The Chicago Cubs Convention, Microsoft's Worldwide SMB Leads Conference, The Inc.500 Conference, Blogworld Expo, PCMA, MPI, SCORE, MBBI & many other venues;
- **Business Savvy:** Carol began her career with Montgomery Securities/Banc of America Securities in the corporate finance department, where she became an officer of the firm by age 25; she's completed more than \$2 billion worth of transactions and has consulted with celebrities on financial affairs;
- **Noted Author:** She's a *New York Times*, *Wall Street Journal* & *USA Today* bestselling author;
- **Personal/Action Figure!:** Carol is married (15+ years), is a huge sports fan & even has an action figure made in her own likeness.