

Jody A. Rose

Executive Director of the New England Venture Capital Association

Jody Rose is the Executive Director of the New England Venture Capital Association where she works in partnership with the venture and entrepreneurial communities on initiatives focused on positioning Massachusetts as the best place in the world for entrepreneurs. Born in the borough of Brooklyn, New York City, Jody has held executive-level roles with both enterprise corporations and lean startups, focusing primarily on corporate development in mobile, eCommerce and digital media. In 2015, Jody served as the SVP of Corporate Development and Digital Strategy at Blueprint NYC, an event production agency based in New York. Prior, Jody led National Mobile and Brand Partnerships for micro-location mobile marketing platform, Swirl Networks. Before joining Swirl, Jody served as Director of National Brand Partnerships at Rue La La, where she was responsible for leading brand relationships with a focus on driving new customer acquisition for national partners. She was one of four employees to launch a new division of Rue La La (Rue Local) and was responsible for leading the launch of their first local market and national strategy. She began her career in cable and telecommunications, where she held multiple sales and marketing positions, and quickly rose through the ranks at powerhouses such as MTV Networks, The Food Network, and HGTV. Jody's experience also includes numerous board positions within the telecommunications and media industries.



Jody currently serves on the board of directors for My Sister's Keeper - a humanitarian organization focused on educating and financially empowering women in South Sudan; is a member of the Massachusetts Women's Forum; and is a member of The Boston Foundation's Innovation Economy Leadership Council. In 2016 Jody received an Honorary Doctorate of Business Administration from Mount Ida College, was named by The Boston Business Journal as a member of The BBJ's Power 50: The Game Changers, and co-founded Hack.Diversity – an initiative focused on connecting graduating Black and Latino college students to IT and software engineering jobs in Massachusetts' Healthcare and Technology sectors.



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