

ALEX RODRIGUEZ

Chairman and CEO, A-Rod Corp, Iconic Athlete, and World Series Champion

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- Chairman and CEO, A-Rod Corp
- Iconic Athlete, Three-Time MVP, and World Series Champion
- Venture Capitalist and Founder, VCP Ventures
- Emmy Award-Winning Sports Commentator for Fox Sports and ESPN
- Leads a team of experts building high-growth businesses and enhancing the value of more than 30 companies in the A-Rod Corp portfolio
- Based in Miami with offices in Los Angeles and New York, A-Rod Corp has a $2B portfolio and a diverse team of seasoned investment professionals and more than 1,000 employees

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Alex Rodriguez is a businessman and the Chairman and Chief Executive Officer of A-Rod Corp, a broad-based investment firm that bets on world-class startups and partners with leading global companies across the real estate, health and wellness, technology, and sports & entertainment industries. While best known as one of the world's greatest athletes (a 14x MLB All-Star and a 2009 World Series Champion with the New York Yankees), for more than 25 years, Alex leads a team of experts building high-growth businesses and enhancing the value of more than 30 companies in the A-Rod Corp portfolio.

Alex founded A-Rod Corp in 1995, purchasing a duplex apartment on the theory that investing his MLB earnings wisely would protect him from the kinds of financial struggles that afflict too many professional athletes. While he racked up extraordinary stats on the field (696 home runs and more grand slams than any other MLB player in history), Alex simultaneously assembled an impressive team at A-Rod Corp, bought apartment units across the southeastern U.S., and built a fully integrated real estate and development company. In 2020, Alex joined CGI Merchant Group's hotel investment fund to acquire and develop properties across North America and the Caribbean.

Following his success in real estate, Alex has invested in a variety of sectors where he has expertise. He looks for long-term opportunities to provide financial capital, work alongside founders and leadership, and amplify the growth of each company.

In addition to leading A-Rod Corp, Alex is CEO of Slam Corp, a special purpose acquisition company (SPAC) with Antara Capital Chairman Himanshu Gulati as equal partner. Slam Corp is seeking to acquire a leader in the consumer tech, media, entertainment, and health and wellness sectors. Alex is also the co-founder and a board member of JLo Beauty, a global skincare company.

Alex co-founded VCP Ventures, an incubator-venture fund, in partnership with serial entrepreneur Marc Lore, with a mission to invest outsized amounts of early-stage capital in a concentrated portfolio of companies and visionary founders.

In 2021, Alex joined the NBA's Minnesota Timberwolves and Minnesota Lynx ownership group. In the same year, Alex formed A-Rod Media, a strategic pillar within the organization to house all media activity. A-Rod Media offers scalable, multimedia capabilities, including

original content creation, compelling narrative storytelling, and audience engagement across all marketing platforms.

Alex is an Emmy Award-winning MLB analyst for Fox Sports and ESPN. He has been a judge and investor on ABC's Shark Tank, mentored financially distressed ex-athletes on CNBC's Back in the Game, and currently co-hosts the podcast The Corp with Barstool Sports' Dan Katz, interviewing CEOs, entrepreneurs, and sports legends.

TEMAS

- Mindset of a Champion
- Leadership
- Teamwork
- Business and Investments
- Diversity
- Peak Performance
- Resilience

PROGRAMAS

Mindset of a Champion: A Moderated Discussion and Q&A with Alex Rodriguez

Iconic baseball player and entrepreneur Alex Rodriguez engages in a dynamic, informative conversation about his life and career. Chock full of fascinating personal anecdotes, as well as actionable lessons on resilience and dedication, leadership and teamwork, bouncing back in the face of defeat, and truly mastering your craft, Rodriguez leaves audiences empowered and prepared to excel in their own personal and professional lives.

How to Be Limitless in a Limited World: What to Do During the Covid-19 Rain Delay

Alex Rodriguez knows how to craft a comeback after crisis, how to be limitless in a limited world. He calls for us to find focus in the midst of uncertainty by building our skills and

taking care of our teammates. He stresses the importance of staying prepared, keeping your jersey on, getting on the bike, staying warm and keeping your mind in the game. Then you go out there and close like a champion. He encourages organizations to look at COVID-19 as a rain delay. The game is not over. Now is the time champions are made.

Business and Investments

Baseball superstar Alex Rodriguez has been investing and building businesses successfully for two decades. Twenty years ago, he launched A-Rod Corp, a firm that invests in high-growth startups and partners with prominent global companies across a range of sectors, including real estate, health and wellness, technology, and media and entertainment. Based in Miami with offices in Los Angeles and New York, A-Rod Corp has a $2B portfolio and a diverse team of seasoned investment professionals and more than 1,000 employees. In this interactive dialogue, Alex explains what sparked his interest in business at an early age and how critical early steps set him up for his career pivot from sports champion to successful businessman.

Art of the Comeback

Alex Rodriguez knows how to craft a comeback after a personal setback. He calls for us to find focus in the midst of uncertainty by building our skills and turning the lens inward. He stresses the importance of staying prepared, keeping your jersey on, staying warm, and keeping your mind in the game. When challenges arise in life, the game is not over. That is when resilience kicks in and champions are made. No one knows this better than Alex Rodriguez.

Diversity

Alex Rodriquez knows intuitively that diversity matters. As a result, he has built an investment firm that embodies gender and racial and ethnic diversity, not because he is trying to check boxes, but because it makes sense in purely business terms. Alex explains how diversity has been a competitive differentiator at his firm, what he looks for when hiring, and what makes a good teammate. This talk will inspire and open minds to the fact that diversity is a business imperative that ultimately will lead organizations to greater success.

Optimizing Personal Performance

There are similarities to winning on the field and off the field. Spoken like a World Champion, Alex explains what it means to be part of a winning team and what habits and routines are necessary to achieve the highest level of success.

Chock full of fascinating personal anecdotes, as well as actionable lessons on resilience and dedication, leadership and teamwork, bouncing back in the face of defeat, and truly mastering your craft—Rodriguez leaves audiences empowered and prepared to excel in their own personal and professional lives.

CONDICIONES

- **Travels from:** USA
- **Fee Range:** Please Inquire