Eden Roth (BSM ’25)

April 19, 2025

Name: Eden Roth

Hometown: Rockville, Maryland / Boca Raton, Florida

Major: Marketing

Minor: Management & Public Health

Post Graduation Plans: I’m actively pursuing opportunities in New York City or Miami in a dynamic, strategy-driven role that leverages my leadership experience, analytical skills, and passion for innovation.

Freeman Activities: TAMID at Tulane (President, Vice President), Alpha Epsilon Phi – Sharsheret (Vice President of Philanthropy).

Favorite Business Course: Business Capstone.

Favorite Business Professor: Professor King Logan, my Business Capstone professor, has been an incredible mentor from the moment I stepped into his class. After a particularly challenging summer and navigating the loss of my mother, I came back to school looking for the structure and purpose that academics have always given me. On the very first day of class, when he asked for volunteers to present their elevator pitch, the room stayed silent. I hesitated before raising my hand, but his encouragement gave me the confidence to step up. After my presentation, he told the class they should be fighting to have me in their semester-long group. Hearing that gave me a renewed sense of confidence in my abilities.

Professor Logan’s support has meant so much to me, both academically and personally. His insights and feedback, whether praise or constructive criticism, have pushed me to refine my strategic thinking, consulting skills, and leadership approach. Every Capstone consulting project challenged me to think critically and communicate effectively, and his guidance has helped me develop a stronger, more confident voice in my work. Beyond the classroom, he’s been there for me as I readjusted to college in the wake of my loss. He has gone out of his way to connect me with guest lecturers and internship opportunities, reinforcing my confidence not just as a student but as a leader. His mentorship has shaped my academic and professional journey in ways that will stay with me long after graduation.

Academic, extracurricular or personal achievement you're most proud of: Becoming President of TAMID at Tulane is my proudest accomplishment. I started as a general member, then took on the role of Vice President of Recruitment, and now serve as chapter President, leading an organization that provides hands-on consulting and investing experience to students. Through my leadership, I have expanded the club’s presence within the Tulane Business School and beyond, transforming it into a pre-professional incubator where students develop real-world business skills by working with international startups.

Top items on professional bucket list: I hope to my own business or consulting firm focused on innovation within my industry. I also want to mentor young professionals and students, just as my mentors have shaped my journey.

Fun Fact: I had the honor of introducing Tulane’s President, Michael A. Fitts, as the selected senior speaker at the annual Hillel Freshman Shabbat meal, where I shared mentorship and advice with new Tulane students.