WHO WE ARE
Founded in 2000, Red Ventures is a portfolio of growing
digital businesses.

WHAT WE DO
We bring consumers and brands together - directly and
through online marketplaces - in the Financial Services,
Home Services & Media, Health Services and Education
industries.

HOW WE DO IT
We meet consumers where they are in the buying
cycle with powerful online experiences tailored to their
preferences and seamlessly connect them with the brands
or services they need.

CAPABILITIES
Performance-based digital marketing and
integrated e-commerce, strategic partnerships, data
science, bespoke technology, proprietary brands, and a
culture of adaptability.

CULTURE
Nimble teams focused on raising the bar, giving
back, and challenging what’s possible.

MEDIA CONTACT
Local: Maghan Cook - mcook@redventures.com
National: Kayleen Yates - kyates@bankrate.com

OFFICES
Charlotte, NC - HQ
São Paulo, Brazil
London, UK
New York, NY
San Juan, Puerto Rico

Austin, TX
Palm Beach Gardens, FL
Detroit, MI
Atlanta, GA
Seattle, WA

Houston, TX
Plantation, FL
San Francisco, CA
Brighton, UK

WORKFORCE
3000+ employees

OUR BRANDS
Bankrate
freshome

AWARDS AND
RECOGNITION

Road to Hire
Pathways
Scholarships
Fellowships
RIC ELIAS

Ric Elias is the co-founder and CEO of Red Ventures, a portfolio of digital companies headquartered in Charlotte, North Carolina. With over 3,000 employees in 12 North American offices, London, and Brazil, RV’s digital platform spans across many industries, including home services, financial services, healthcare, and education. Through its integrated marketplaces, Red Ventures enables consumers to connect seamlessly with brands and services.

Over the last 8 years, Red Ventures has compounded growth at over 30%. In 2010, General Atlantic made a strategic investment in the company, and in 2015 Silver Lake also joined as a shareholder. Ric has cultivated an award-winning and technology-centric company culture, ranking as one of Charlotte’s “Best Places to Work” for ten years in a row.

A native of Puerto Rico, Ric graduated from Boston College and earned his MBA from Harvard Business School. He co-founded Red Ventures in 2000, months before the dot-com bubble burst. The company weathered the storm; by 2007 it was ranked 4th on the Inc. 500 list. Ric’s leadership style has earned him noteworthy recognition; in 2011, he was named an Ernst & Young National Entrepreneur of the Year, and in 2016 he was inducted into the Carolinas Entrepreneur Hall of Fame.

In 2009, Ric survived Flight 1549, also known as the “Miracle on the Hudson,” an event which changed his life and led to his widely viewed TED Talk “3 Things I Learned While My Plane Crashed.” In 2019, he launched a podcast, “3 Things with Ric Elias,” where he shares conversations and insights with top business leaders, athletes, and remarkable guests.

In addition to being deeply committed to his family and Red Ventures, he is passionate about creating economic mobility opportunities for underserved groups who have the motivation and work ethic to succeed. Ric has founded and funded several growing nonprofit organizations including Road to Hire, an on-the-job tech training platform, Golden Door Scholars (GDS), which creates educational and career opportunities for high-performing undocumented students, and Rebuild Puerto Rico, a nonprofit focused on long-term rebuilding efforts following Hurricane Maria.

Additionally, in 2018 Ric launched Forward787, a $100M social enterprise committed to building digital businesses based in Puerto Rico. The program will train and support hundreds of Puerto Rican professionals, fueling a new economic growth engine on the island.
OUR APPROACH TO SOCIAL IMPACT MIRRORS
OUR APPROACH TO BUSINESS:

We create scalable, sustainable platforms that positively change the trajectory of people’s lives.

WE BELIEVE HARD WORK SHOULD BE MET WITH OPPORTUNITY.

Road to Hire connects underrepresented young adults with onramps to high-earning careers through paid technical training and college access.

PATHWAYS Tech training and professional development in high schools.

FELLOWSHIPS Paid professional training with Charlotte’s top employers.

SCHOLARSHIPS Funding and support for underrepresented high school graduates, including undocumented students.

WE BELIEVE COMPANIES SHOULD BE FORCES OF GOOD.

Road to Hire is powered by Red Ventures, which means our employees play an active role in providing mentorship, skills training, and other support for remarkable students. We’re committed to learning from them, too - to seeing the city of Charlotte through their eyes.
“Starbucks and Red Ventures are very different businesses, but we’re very similar in our culture, values, and core purpose.”

Howard Schultz
Retired CEO and Executive Chairman, Starbucks

“Red Ventures is special ... This is a culture that’s built to flex and built to change, so you can flourish and get better all the time.”

Nigel Morris
Co-founder of Capital One Financial Services

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