CEOs & ABCs PODCAST

Host: Kevin Rice

Kevin Rice is a two-time exited founder, brand strategist, and investor with over 15 years of experience building and scaling digital companies.

He previously co-founded Hathway, a digital marketing agency and consultancy that helped Fortune 500 brands grow through data and technology. Today, he leads Theorem One Capital, an early-stage fund focused on AI-native startups, blending capital with hands-on guidance from an operator's perspective.

Outside the boardroom, Kevin is a dad to three boys, a lifelong Star Wars fan, and a believer in family trips, pickup basketball, and late-night LEGO builds. He strives to live the balance this podcast explores and brings curiosity, empathy, and experience to every episode.

"I created CEOs & ABCs because I was tired of pretending we don't bring our personal lives to work, or vice versa. Let's talk about what it really takes to lead well, in every role we play."

Visit Website

Business Acumen

15+
Years in Digital/Brand Leadership:

2
Notable Exits

500M+
Revenue driven for Fortune 500 brands

Brand Compatibility

- Experienced in storytelling, founder-led marketing, and VC
- Ideal for wellness, productivity, parenting, and leadership brands.
- Comfortable with live reads and authentic brand messaging

Dad Cred

- Can outshoot his kids in H-O-R-S-E (for now)
- Can build a LEGO Millennium Falcon in one sitting
- Favorite family trip: Rome