

Kristy Alexander

Founder & Chief Big Heart

Apple Rose Beauty

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Headshot:

**Bio:**

At the peak of her over a decade long, successful career in Engineering, Business and Management, Kristy Alexander left it all behind, selling her home and all her belongings to embark on an 11-month 11-country mission to travel the world serving the most needy in Central America, Asia and Africa. She did hard construction at a women's shelter in Honduras, worked with children in garbage dumps in Nicaragua, kissed the cheeks of disabled children in Guatemala, loved on the abandoned elderly in Costa Rica, taught English to poor children in Cambodia, fed children in the slums of The Philippines, taught orphans to dream big in the mountains of Swaziland and befriended those forced into sex trafficking in Thailand and The Philippines. It was her work with survivors of human trafficking in Asia that changed the trajectory of her life. She returned to the U.S. with a passion to help create opportunities and options for these survivors. Kristy combined her heart to serve those in need, her knowledge and love for the health benefits nature affords us and her unapologetic drive for solutions that work, garnered from her Engineering career to create Apple Rose Beauty - An unparalleled natural and organic beauty company with a big heart. Named after two human trafficking victims she met, Apple Rose Beauty's mission is to employ human trafficking survivors and donate to organizations involved in their rescue and rehabilitation. Born and raised in Trinidad and Tobago, Kristy holds a Bachelor of Science degree, Summa Cum Laude, in Physics from North Carolina Central University and Masters degrees with Honors in Management Science and Industrial Engineering from North Carolina State University. Kristy has appeared on the television programs "The Chat", "River City Live", "The Morning Show" and on the "But First, Brunch" podcast. Her products have been featured in Jacksonville Magazine and launched in Macy's in 2019. She also serves on the board for the Jacksonville Chamber Foundation's Jacksonville Women's Business Center, is an ambassador for the Northeast Florida Human Trafficking Coalition, was named the Jacksonville Chamber's 2019 Small Business Leader of the Year for the Entrepreneurial Growth Division and is listed as one of the Jacksonville Business Journal's 2019 40 under 40. She flourishes at the intersection of nature, science

and passion for big change in the world and goes by the title Founder and Chief Big Heart at Apple Rose Beauty.