

Women's History Month Presentation
UIW H-E-B School of Business & Administration
Beckendorf Family Center for Innovation & Global Entrepreneurship

Monday, March 17 at 10:30AM in GB 209



Denise Rodriguez-Hernandez, owner of The Eatery Culinary Group, MPRESSED Commercial Laundry Service, and corporate advisor to True Flavors Catering

Presentation: A Seat at the Table: A Woman's Journey in Food and Hospitality Leadership

- Ms. Denise Rodriguez-Hernandez will share her experience as a leader and entrepreneur in the food and hospitality industry.

With over 25 years of experience in the food and retail industry, Denise has worked with a wide range of companies marketing private-label brands, developing and implementing strategic business plans, manufacturing, imports and leading substantial revenue and profit growth. Raised in her family's food manufacturing business in San Antonio, Denise gained early expertise in operations, marketing, and leadership. Her career includes roles at Daymon Worldwide and H-E-B, where she specialized in private-label brand development.

She later joined True Flavors Catering, expanding its operations and strategic growth. In 2022, she launched The Eatery Culinary Group, which offers comprehensive services including large corporate dining contracts and retail operations, securing contracts with major institutions. She also launched MPRESSED Commercial Laundry Service, focusing exclusively on serving commercial accounts within the catering and hospitality industry.

A dedicated community leader, Denise has served on numerous boards, some of which include Guadalupe Cultural Arts Center, The San Antonio Chamber of Commerce, the Greater SATX Board, and the Federal Reserve Bank of Dallas. She earned her BBA in Business Administration with a concentration in International Business from The University of the Incarnate Word and was most recently featured in the [Winter 2024/2025 edition of The Word Magazine](#), highlighting her passion for community service, her inspiring career path, and the success of her businesses.

If you would like to attend, please contact Dr. Teresa Harrison at teresa.harrison@uiwtx.edu to ensure we have enough seating.