



## Olivia Carpenter

Meet Olivia (Via) Carpenter, a Gen Z entrepreneur blending her love for baking with a passion for social justice. Founder of Via's Cookies and a mentor at Cornell University, Via represents a unique fusion of business acumen and commitment to educational empowerment.

### KEY TOPICS

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- Leadership
- Entrepreneurship
- Gen Z
- Social Justice and Equality

### BIOGRAPHY

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## Olivia (Via) Carpenter: Pioneering Social Change Through Entrepreneurship

Via's journey is not just about baking; it's a story of passion, social justice, and entrepreneurial spirit. At a young age, she has already made significant strides in both the culinary and social arenas.

### The Rise of Via's Cookies

Via embarked on an impressive entrepreneurial journey at just 20 years old, founding [Via's Cookies](#). Located in upstate New York, her business goes beyond producing delicious cookies. Via is deeply committed to social justice and equality. Her company notably allocates a substantial portion of its profits to support underprivileged minority students. This commitment reflects Via's own understanding of the challenges in accessing higher education and overcoming poverty, particularly for individuals from backgrounds similar to hers. Her early start in the business world set the stage for a path of impactful entrepreneurship and social advocacy.

### Shaping the Future

Via's role extends into the academic world as well. She speaks to students on panels [at Ithaca College](#) and mentors students at [Cornell University as a House Fellow](#). Her expertise isn't confined to the classroom – she's also involved in conducting baking workshops, evaluating entrepreneurial competitions, and developing educational materials for college curricula. Via's role in instructing K-12 students and her engaging speaking style, marked by enthusiasm and wit, make her a sought-after voice in various educational settings.

### From Local Business to National Recognition

The impact of Via's Cookies is far-reaching. Her products have found their way across the United States, from production companies in Los Angeles to financial institutions in New York City. The recognition of her work is

evident in the prestigious Chavez/Lorde Social Justice Award and victories in pitching competitions. These achievements underscore Via's talent in both entrepreneurship and her commitment to social causes. Via expands further, and her multifaceted career includes modelling for brands like Adidas, Clinique, and L'Oréal. Her involvement in the fashion industry during her college years provided her with valuable insights, enhancing her approach to public relations and branding.

## From Paper Route to Keynote Speaker

Via's impressive trajectory began with a paper route at 8 years old. From becoming a state champion in track & field and valedictorian in high school to revolutionising the college entrepreneurship scene, her journey is a testament to her versatility and determination. Via's influence extends to the global stage, where, as a member of Generation Z, she offers insights to businesses navigating evolving trends. Her personal experiences and magnetic charisma enrich her consultancy roles. As a speaker, Via shares her struggles and engages in meaningful dialogues, demonstrating her ability to connect with diverse audiences. Via represents the next generation of leaders. Her unique perspective, driven by a blend of entrepreneurial spirit and social consciousness, sets her apart. If you're looking to understand the future of leadership and innovation, Via's story is a source of inspiration and insight. Interested in learning more or booking Via for your next event? Contact us [here](#)!

## WHAT PEOPLE SAY

*"I can say Via is inspirational. That she is fearless. That she is absolutely hilarious. That she is an amazing entrepreneur. And they will all be true. But what stood out for me and my students during the times she has spoken with us is how genuinely she cares about others, especially young people, and how much she wants the world to embrace peace and grounding. She keeps it real about the struggles, while make sure that we all have the tools to move forward in a positive way."*

— Perdita Das-Humphrey, Assistant Dean, Hans Bethe House Co-Chair, Women of Color Colleague Network

*"As the House Professor and Dean of Hans Bethe House, a residential community of upper-level students at Cornell University, I have the privilege of inviting guests from a wide range of professions, disciplines, and life experiences to engage with our residents and expand their own horizons. We've had the honor of hosting Olivia Carpenter, founder and owner of Via's Cookies, for two lively conversations about the passions and perils of young entrepreneurs, community engagement, and social justice."*

— Andrew Hicks, Director of Cornell Medieval Studies Program, Dale R. Corson House Professor and Dean, Hans Bethe House

*"Hearing about Via's experience was inspirational. She was able to open up and be vulnerable with us, talking about the highs and lows of owning a cookie company and her passion for giving back to the community of financially struggling underrepresented minorities with the profits of her cookies."*

— Student of Cornell University