



Rosie Paulsen

Tampa, Florida



[Rosie Paulsen Enterprises](#)

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Learn about Florida Entrepreneur Rosie Paulsen:

Rosie Paulsen, founder of Rosie Paulsen Enterprises, has come a long way since her youth, both in terms of mindset and geography. Born in Ecuador to schoolteacher parents who were skeptical of any job that did not provide a steady wage, Paulsen now resides in Lutz, Florida and owns two businesses.

First, Paulsen founded Good Faith Insurance Services, a Medicare Insurance Brokerage Firm that assists retirees with their Medicare options. Last year her husband, Scott Paulsen, became a Florida Licensed Agent as a way to diversify the agency's offerings. They added life Insurance and investment services. In 2020, the agency name was officially changed to S & R Services LLC.

Rosie Paulsen Enterprises was founded in 2015 – a company whose motto is: Passionately Inspiring Business Owners to Succeed. Paulsen is a natural connector, something she credits with opening doors for her entrepreneurial growth. She is also proud of her involvement and the contributions she makes in her community.

Paulsen became a Commissioner for the Florida Commission on the Status of Women in February 2019. In this role, Paulsen serves as a voice for the women of Florida and what's specifically affecting them.

She also holds the Hispanic/American chair as part of the City of Tampa's Equal Business Opportunity Council (EBOAC). In addition to the aforementioned associations and distinctions, her latest recognition is from the Florida State Hispanic Chamber of Commerce (FSHCC) as one of 'Florida's 50 Most Influential Hispanic Business Leaders'.

Looking ahead, Paulsen, whose business recently received the Small Business Enterprise (SBE), Minority Business Enterprise (MBE) and Minority & Women-Owned Business Enterprise (MWBE) classifications with the City of Tampa, is focused on writing her first book: Ñeque - The Spirit of a Resilient Mindset. In this entrepreneurship-themed book, Paulsen talks about her personal experience and how her four P's system: Purpose, Persistence, Perseverance and Pivot has helped her achieve a few successful and profitable business adventures. "The book will inspire business owners to understand they have the spirit inside of them and allow them to sustain that mindset," Paulsen said.

Rosie's virtual presentation, 'The AC/DC for business owners in quarantine', is motivating her audience and businesses on the need to Adapt to stay relevant, to Create a new revenue streams with their

Intellectual Property and knowledge, to Develop those ideas to generate passive income and Collaborate with other business owners to avoid going out of business.

Rosie states, "As entrepreneurs, we're adapting now more than ever and remember, we're all dealing with COVID-19 together."