



Tricia D'Cruz

Founder and Managing Director

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Tricia D'Cruz is a Founder and Managing Director of Catalyze Dallas, an investment and holdings company that partners with global corporations to unleash value from their intellectual property through startup ventures.

An experienced senior executive and entrepreneur, Tricia has held P&L responsibility at three public companies and launched numerous successful startup ventures. Her accomplishments include the dramatic growth and successful IPO of a startup, achievement of #1 global market share in multiple product categories, and various successful M&A ventures.