Dr. Joynicole Martinez, CEO & President of Rising Tide Capital, Named to NJBIZ 2026 Leading Women in Business

Dr. Joynicole Martinez honored among women whose leadership is shaping the future of business and economic opportunity in New Jersey.

JERSEY CITY, NJ, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Rising Tide Capital today announced that Dr. Joynicole Martinez, CEO & President, has been named one of NJBIZ's 2026 Leading Women in Business honorees, an award celebrating women whose leadership and professional contributions are shaping New Jersey's business community. Dr. Martinez will be recognized alongside this year's honorees this evening at The Palace at Somerset Park in Somerset, New Jersey.

> Entrepreneurship is more than individual ambition, it is about what becomes possible for people and families when there is a real chance to become employers, problem-solvers, and community-builders.”
> *Dr. Joynicole Martinez*

"This recognition is deeply meaningful, and it reflects the work of an entire community," said Dr. Martinez. "Rising Tide Capital's story has always belonged first to the entrepreneurs. I am honored to stand alongside this year's NJBIZ honorees and grateful to the team, partners, leaders, and funders who built RTC into the organization it is today."

For more than twenty years, Rising Tide Capital has lived its mission of transforming lives and communities through entrepreneurship, firm in the belief that small business owners who get the right training, coaching, and access to funding build businesses that last. The organization's Community Business Academy program graduates own businesses that survive over 5 years at a rate of 81 percent, compared with roughly 50 percent nationally. Entrepreneurs who complete the Community Business Academy see an average 95 percent increase in business revenue, and for every dollar invested, there is a return of $8.51 in economic activity.

Dr. Martinez was named CEO & President in March 2026 after serving as President and Chief Advancement and Innovation Officer. Under her leadership, the organization is deepening its New Jersey roots while expanding a national platform for entrepreneurship support and economic mobility. That work centers on strengthening partnerships, building clearer pathways to capital and advisory support, and scaling a model that moves entrepreneurs beyond starting a business toward building enterprises that endure.


Dr. Joynicole Martinez, CEO and President, Rising Tide Capital

"Dr. Martinez’s recognition by NJBIZ is a meaningful affirmation of her leadership and the work Rising Tide Capital is carrying forward,” said Aicha Balla, Chair of the Rising Tide Capital Board of Trustees. “She understands that entrepreneurs need practical tools, trusted relationships, and systems of support that help them build businesses that last. Her leadership is helping RTC meet this moment with focus and care.”
"Entrepreneurship is not only about individual ambition," Dr. Martinez said. "It is about what becomes possible for families and communities when more people have a real chance to build. When entrepreneurs receive the right support, they become employers, problem-solvers, and community-builders."

About Rising Tide Capital
Rising Tide Capital is a nonprofit organization advancing economic mobility through entrepreneurship, a powerful pathway to individual, family, and community economic mobility. Founded in Jersey City, New Jersey, RTC equips entrepreneurs with the knowledge, community, capital, and ongoing support to build businesses that create lasting economic opportunity. Through its Community Business Academy, Business Acceleration Services, and Credit to Capital programming paired with a growing network of partners, Rising Tide Capital has reached more than 13,500 entrepreneurs nationally.
Learn more at risingtidecapital.org.

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