Carlos Rodriguez: Close to Home

By JAMES FLORENCE, Staff Writer Diamond Certified Program

After he graduated college, Carlos Rodriguez was on the cusp of a promising career in the corporate world. However, when a need arose at his family’s roofing company, he opted to apply his administrative abilities closer to home. “My dad started Mr. Roofing in 1989, so I’ve been around it since I was about four years old,” he says. “I went to UC Berkeley and took a business management job after I graduated, but then my dad called me and requested my help with his company. We came to an agreement that I would take care of the sales and customer service side while he would handle the production. With my prior education and experience, I was able to implement my knowledge of customer service and business management toward improving the company’s operations.”

In 2006, following his father’s retirement, Carlos assumed ownership of Mr. Roofing, Inc. Today, as president and CEO, he says his favorite part of his job is its inherent versatility. “I appreciate the fact that I’m not always cooped up in an office; rather, I get to run around and meet a lot of really interesting people from diverse backgrounds. And, of course, I enjoy taking in some great views while up on our customers’ roofs.”

Carlos was born in Mexico and came to the United States with his family when he was three years old.

Today, as a resident of South San Francisco (where he lives with his wife, Teresa, and their two children), he says he enjoys being part of the local community. “It’s pretty cool to run into my customers while out and about and receive a warm greeting.”

Outside of work, Carlos says the majority of his favorite pastimes involve sports. “I really enjoy sports because they demonstrate the greatness that human beings can achieve.” In addition to playing basketball with friends and attending Golden State Warriors games, he enjoys being a spectator at his children’s sporting events. “My son, Ladislao, plays football for Junipero Serra High School, and my daughter, Nayeli, plays for the San Bruno Storm, a traveling softball team that I help coach. I love to watch them compete—they make me proud.”

In his life and career, Carlos finds inspiration in a quote from Henry Ford: “Whether you think you can, or you think you can’t—you’re right.” “I think one of the biggest obstacles most of us face is our self-induced limitations,” he explains. “If you go into a situation expecting to fail, it’s a lot more likely to happen than if you believe in yourself and maintain a positive attitude.”

When asked the first thing he’d do if he could retire tomorrow, Carlos says he’d seek out new opportunities to touch the lives of others. “In my current career, I enjoy educating my clients and coaching my employees in regard to accomplishing our goals, so if I retired tomorrow, I would probably get into teaching, coaching or another field that would allow me to inspire and motivate others.”

Read Carlos Rodriguez’s expert contributions and watch his expert video at www.dccert.org/carlosrodriguez.