

HODA MAHMOODZADEGAN
FINANCIAL ADVISOR / LIFE COACH

As a senior leader, Hoda brings a mix of strategic advising, mentorship and human resources to aid in the development of the space and its residents. Needless to say, her contributions to Prototype come in many forms – ranging from the “brains” of life coaching and startup consulting to the “brawn” of hammering parts together that had otherwise proved impossible to assemble.

While she says she’s known for her open personality, mildly inappropriate sense of humor and memorable name, the Prototype community knows her best as a caregiver and positive force of energy that motivates and enables those around her to be better versions of themselves. Hoda’s grit, ingenuity and affability have been cultivated through an ambitious professional journey that took her from corporate marketing professional to food & beverage entrepreneur, from business consultant to startup founder to real estate whiz.

Feeling stagnant in the corporate world, Hoda took a leap and invested her all into starting Molly’s Milk Truck, a Hoboken-based mobile food and beverage spot. After blossoming into a successful beverage company, with products sold at over 1,000 stores in the tri-state, Molly’s expanded to a brick and mortar restaurant in Bushwick. But after illegal renovations by the property owners forced her out, Hoda embarked on a consultant path to help entrepreneurs turn their dreams into businesses and eventually co-founded a health wellness startup. Most recently, Hoda transitioned her business acumen into luxury real estate, where she helps grow one of the largest realty groups in northern NJ.

In response to these challenges, Hoda says that “instead of feeling weak or broken,” she feels “strong and determined” because “I now recognize that my will to succeed can overcome just about any obstacle that comes my way.” Hoda’s resourcefulness also extends to mixing drinks, and her inspiring advice pairs well with a “surprise” cocktail she deliciously concocts without fail from whatever ingredients are available. That’s Hoda for ya!