



Vivian Roknian

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ABOUT DR. VIVIAN

Dr. Vivian Roknian is the founder of the entrepreneurial blog and podcast series “Dr. Vivian.” Professionally, she is an entrepreneur, dentist, executive coach, and philanthropist. Dr. Vivian’s team created www.drivivian.com for her to share her style, observations, and secrets. Dr. Vivian empowers everyone around her to be the best version of themselves, excel their fields of interest, and maintain a healthy balance between work and life. Dr. Vivian and her team strive to deliver informative content using a highly selective curation process, with the goal of helping people make informed decisions for growing their businesses and themselves.

Dr. Vivian believes that you become the best by learning from the best. Thus, she has spent her free time traveling the world learning from subject matter experts in a variety of topics. Drivivian.com was created to nurture, inspire and empower leaders and entrepreneurs. This platform seeks to bring collaboration and rapid-learning to innovators who are committed to building successful companies.

Dr. Vivian has a background in building startups and scaling businesses in the healthcare, academia and hospitality sectors. She is an entrepreneur with a variety of concurrent projects that keep her busy and always looking for better ways of training her team. Dr. Vivian also coaches professionals and business owners on leadership and optimizing efficiency. She recently appeared on a feel good episode of the show ‘Hotel Impossible,’ where she helped her parents revamp their struggling hotel business. As a tastemaker and entrepreneur, Vivian’s passion is to share her best-kept marketing secrets and help simplify ventures.

Dr. Vivian earned a BS from UCLA, a DMD from Temple University. By training, she is a general dentist with a passion for implant dentistry and endodontics. Aside from entrepreneurial endeavors and dentistry, Dr. Vivian also enjoys cooking, ballet, and throwing dinner parties.



Blog Demographic

Audience: Sophisticated, Influential, Trendsetting,
Professional.

Gender: 90% Female

Age: 25-55 Years Old

Annual Household Income: \$100k+

Education: 87% College Graduates, 30% Post Graduate



SITE & SOCIAL MEDIA STATS

Total Engagement: 26K

E-Newsletter Subscribers: 10K

Instagram: 7K

Facebook: 3K

Twitter: 1K

Blog Traffic: 5K Monthly Uniques