

SPEAKER + PRESS

rukiya ross

doing the math for the can't catch a break generation

I translate the feeling of being behind into numbers, and the numbers into language people can repeat.

Head of Operations at an edtech startup by day, financial transparency creator always. Former leader of a 45 person team, mom of two in Philadelphia, and cohost of the Moms Who Pause podcast. I make content for high achievers who did everything right and still feel behind: the can't catch a break generation.

TALKING TOPICS

The Real Cost of Modern Motherhood

What having and raising children actually costs, and why so much of it stays invisible until you live it.

Why We Were Not Meant to Do This Alone

The case for building a village in a culture that expects couples to absorb what used to be shared work.

Work, Childcare, and the Hidden Math Families Are Carrying

The real tradeoffs behind just go back to work, and how to run the numbers honestly.

Building Systems That Support People in Real Life

How operational thinking applies to running a household and supporting a team.

Why Millennials Feel Like the Goalposts Keep Moving

Why the markers of adulthood cost more and arrive later, and what that means for how we plan.

Making Decisions When Every Option Has a Cost

A practical framework for choosing between options that all involve tradeoffs.



BY THE NUMBERS

927K

views in the last 30 days

4.1K

new followers in the last 30 days

Daily

posting cadence since February 2026

WHO BOOKS RUKIYA

Conferences, women's groups, and employee resource groups. Audience of working parents, DINKs, family planners, and the recently laid off.

FORMATS

Keynotes, panels, workshops, podcast guesting, and press commentary on money, work, and the modern family balance sheet.

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you did everything right. the math confirms it.