



Office of Civil Rights

Betting on Herself: Roopa Bansal Builds Alpiba to Support Small Businesses

Caltrans Office of Civil Rights spotlights Disadvantaged Business Enterprise Alpiba owner Roopa Bansal as part of a series showcasing Caltrans' subcontractors' diversity.

After more than 20 years with global firms including Accenture and Sony, Roopa Bansal made a decision that reshaped her career. She walked away from stability to start over.

Today, Bansal is the founder and CEO of [Alpiba](#), a San Diego-based managed services firm that helps small and mid-sized businesses navigate complex technology with clarity and confidence. She is currently the company's sole employee, managing every aspect of the business from strategy to client service.

Her journey began in Ajmer, India, a vibrant city in India where life is layered with culture, complexity, and constant change. It's where she learned to adapt and solve problems. At 22, she left everything familiar behind and moved alone to the United States to pursue a master's degree at [Fairleigh Dickinson University](#).

As she graduated, the job market tightened in the wake of the September 11 attacks. On a student visa and far from home, she faced years of uncertainty. Back home, her father had invested his savings in her education, believing the opportunity would change her life.

"It wasn't just my dream on the line," Bansal said. "It was my family's belief in me."

She persisted, eventually building a successful career in technology and reaching a long-held goal of working at Accenture. During the COVID-19 pandemic, she led teams supporting public sector technology efforts, helping agencies maintain essential services.

Those experiences shaped her view of technology as a tool to support people, not just systems.

Still, challenges remained. In a male-dominated field, Bansal said she often had to prove her value in decision-making spaces. Over time, that experience fueled a new goal.



“I didn’t want to keep asking for a seat at the table,” she said. “I wanted to build my own.”

She launched Alpiba to address what she saw as a gap in the market: small businesses overwhelmed by fragmented technology and limited support. The firm offers services from cybersecurity to long-term IT strategy, with a focus on building relationships and providing clear direction.

“We don’t just fix problems,” Bansal said. “We sit with our clients, understand their goals, and help them get there.”

Since launching Alpiba full-time in 2026, Bansal has taken on the demands of entrepreneurship, from client development to long hours. She said the most meaningful moments come when she can reduce stress for business owners and help them move forward.

Now a certified Disadvantaged Business Enterprise (DBE) and Small Business Enterprise (SBE), she is expanding into public-sector work and exploring artificial intelligence solutions tailored for small- and mid-sized firms.

Her advice to other entrepreneurs is direct: show up, build relationships, keep learning, and don’t give up.

Her journey reflects a broader truth for small business owners. Success is not linear. It is built through persistence, especially in moments of uncertainty.

Sometimes, she said, the boldest step is deciding to bet on yourself.



Roopa Bansal, founder of Alpiba, said the most meaningful moments are when a frustrated small business owner finds relief after her help. (Photo by Caltrans District 11)

For more information about DBE certification, visit the [Caltrans Civil Rights Program](#) webpage or the Department of General Services [Cal eProcure](#) site for [Small Business Certification](#).