



Dana Pollack

Dana Pollack is the CEO & Founder of Dana's Bakery, and the creative force behind America's favorite macaron. Since applying the dessert flavors she grew up on to her traditional French pastry training Dana has become an award-winning entrepreneur, and the face of her rapidly growing brand.

Dana launched her business out of a small test kitchen in Hawthorne, NJ in 2012 after graduating from the Institute of Culinary Education in New York City. For a decade prior she had been putting her BFA in photography from Parson's School of Design to work as a magazine photo editor when an idea struck — traditional French macarons in familiar flavors inspired by the classic desserts, candy, and sweet treats she grew up on.

Dana immediately left her magazine career, enrolled in the Baking & Pastry Arts program at ICE, and took on full-time jobs at top New York City restaurants to gain the experience she needed to get her idea off the ground. When Dana started applying her magazine background to her social media channels, the business took off making her the first to bring a D2C bakery online.

Today, Dana has grown her business into a self-made seven-figure success shipping thousands of orders daily to retail and wholesaler customers nationwide, expanding into a 6,000 square-foot facility in South Hackensack, NJ, leading a team of 35 female employees, and has been recognized by Ernst & Young as a 2017 "Entrepreneur of the Year," The Stevie Awards for Women in Business, and Inc. Magazine for being one of the "Fastest Growing Private Companies in America" of 2018.

Dana's Bakery continues to expand with the opening of a dedicated shop-in-shop at the Dylan's Candy Bar flagship on Manhattan's Upper East Side in 2018, and pop-ups at Bloomingdale's, Terez and The Platform LA.

The self-described hard rock-loving Jersey girl lives on the Upper East Side with her husband, Adam, and toddler daughter, Leni James.