



Dana Pollack

Dana Pollack is the 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 is at the helm of a rapidly growing business, an award-winning entrepreneur, a mother, and the face of her successful brand.

Dana launched her eponymous bakery out of a small test kitchen in Hawthorne, NJ at the age of 30 after graduating from the Institute of Culinary Education in New York City. For ten years prior, she had been putting her BFA in photography from Parson's School of Design to work as a magazine photo editor when the idea struck — traditional French macarons in familiar flavors inspired by the classic desserts, candy and sweet treats she loved.

Realizing it had yet to be done, she immediately left her magazine job, enrolled in the Baking & Pastry Arts program at ICE and took on full-time jobs at Lexington Brass and Abe & Arthur's to gain the experience she needed to get her idea off the ground.

When Dana started applying her background in editorial photography to her business' social media channels and the unique approach of photographing her macarons as though they were bottles of perfume or expensive jewelry, the business began to take off.

Today, Dana has grown her business to ship direct to consumers and wholesalers nationwide, expanded into a 6,000 square-foot facility in South Hackensack, NJ, currently employs a team of

35, has become the exclusive macaron to Dylan's Candy Bar, appeared on QVC, and organically grown her social following to nearly 118k while also becoming a mother in 2016.

Dana continued to expand in the Summer of 2018 with the opening of a dedicated Dana's Bakery shop-in-shop at the Dylan's Candy Bar flagship on Manhattan's Upper East Side, with pop-ups in Williamsburg's North 3rd Street Market and The Platform LA. That same year, Dana's Bakery was added to Inc. Magazine's list of the "Fastest Growing Companies in America."

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