



# DANA POLLACK

CEO + FOUNDER OF DANA'S BAKERY

"THERE'S A LOT OF DIFFERENT THINGS THAT CAN COME FROM HAVING A BAKERY—IT'S NOT JUST ABOUT BAKING. IT'S A WAY TO GET CREATIVE AND THINK OUTSIDE THE BOX."

Dana is living her dream. Once a magazine photography editor, she completely changed course by quitting her job and going to culinary school. She then started her own bakery business putting a unique twist on a well-know dessert — the French Macaron. Now, she's authored a cookbook, sells her high-end baked goods online and on television, and is a successful culinary arts entrepreneur.

#### WHAT IS YOUR UNIQUE GENIUS?

"My unique genius is coloring outside the lines—making everything my own."

#### HOW DID YOU BECOME INTERESTED IN THIS CAREER?

"Before Dana's bakery, I was a photo editor. Although I liked it and I had a lot of fun experiences, something was missing. I had always loved baking. It was the way that I would alleviate stress when I wanted to show someone that I cared for them. I was like, "how come I'm not doing this for a living?" So, I quit my job and enrolled in culinary school—I dove straight in."

#### IN WHAT WAYS IS YOUR CAREER A PERFECT FIT FOR YOU?

"When I look back on it in hindsight, I was surrounded by entrepreneurs. My dad owned his own business, so growing up, my father was always doing that hustle. I always had that as an example around me, but I never really thought about. I just wanted to do something that I was really happy with."

**"I get asked the question, "How does it feel being a woman entrepreneur and being a woman in business?" But I'm honestly like, should it matter if you're a woman or a man? It's just about what's going to make you happy."**

#### WHAT DOES A DAY IN THE LIFE LOOK LIKE?

"Every day is different, which is really good because I tend to bore easily. I usually arrive and meet with the people in the front then I'll head in the back and meet with my production team to talk about what we're doing for the day and special projects.

After I'm done touching base with everybody, we either have a group meeting or I can finally sit down on my desk and catch up on the hundreds of emails that are usually waiting for me, all while running our social media, which is one of our biggest drivers and one of my favorite things to do."

#### WHAT SKILLS DOES IT TAKE TO BE SUCCESSFUL IN YOUR JOB?

"As a photo editor, I had a really great understanding of the camera and visual and creative. I think that the reason why we caught on the way that we did in the beginning is because I would photograph all of our baked goods. It takes a very special skill set to sell someone food through visual art."

**"Without my team, none of this would even be possible or exist. Dana's Bakery isn't just Dana."**

#### WHAT DO YOU WISH YOU KNEW WHEN YOU WERE YOUNGER?

"It's so important to learn a trade. Take whatever you're doing seriously because even if you're going to career change later on, like I did at 30, you can always take what you know and apply it to whatever you want to do next."

#### WHAT ARE YOU MOST PROUD OF ON YOUR JOURNEY?

"I'm really proud of my team because without my team, none of this would even be possible or exist. Dana's Bakery isn't just Dana. There's a lot of people who work really hard every day to create what we create."

#### WHAT IS THE COOLEST PART OF YOUR JOB? WHAT IS THE MOST CHALLENGING PART OF YOUR JOB?

"I get to recipe test and make really fun creations throughout the day. Someone will come to us for an event and they want us to create a custom flavor.

Hiring is really challenging and retaining people can be really challenging. Even though we work hard, you want people to still be happy and you know, it's like a it's a fine line, it's a dance."

#### WHAT IS THE ONE THING THAT PEOPLE DON'T KNOW ABOUT YOUR FIELD/JOB?

"There's a lot of different things that can come from having a bakery—it's not just about baking. It's a way to get creative and think outside the box. It's a way to partner with brands that you really believe in so you can put your own fun, spin on things."

#### WHAT WAS A DEFINING MOMENT IN YOUR LIFE?

"We had been exclusively online for so long and people from all over world would always be like, 'where's your store?' When I opened up the location in New York City and we were about to open, I had a line around the block."