



CANDACE NELSON

Guest Shark on ABC's "Shark Tank"

Candace Nelson is a serial entrepreneur, a New York Times and Wall Street Journal bestselling author, Wall Street Journal contributor and an expert in turning one's passion into a profitable business. Her book "Sweet Success: A Simple Recipe for Turning Your Passion Into Profit," published by HarperCollins Leadership on Nov. 8, 2022, hit No. 4 on the Wall Street Journal Bestseller list; and her debut book "The Sprinkles Baking Book: 100 Secret Recipes from Candace's Kitchen" is a New York Times bestseller. Nelson revolutionized the baking industry when she

left a career in finance to start Sprinkles, the world's first cupcake bakery and Cupcake ATM. She followed with the launch of Pizzana, a growing chain of Michelin Bib Gourmand-awarded pizzerias leading the third wave of pizza in the U.S. She continues to expand her portfolio of investments with CN2 Ventures and lives in Los Angeles with her husband and two sons.

PERSONAL INFORMATION

HOMETOWN: Indonesia

BIRTHDATE: May 8