



**Iris Feinberg
Co-Founder**

Iris Feinberg is one of the two "mamas" whisking up good things for Mama Says. Iris, along with her friend and co-founder Lynn Epstein, launched Mama Says in 2007 to pursue a new creative entrepreneurship path rooted in one of her life's defining passions: cooking delicious food for family and friends. As president and founder of two successful Atlanta-based companies, Iris has an adventurous, curious spirit and is no stranger to taking the leaps of faith required of any successful entrepreneur. When she and her longtime friend Lynn came up with an idea for a new product based on their shared love of food and cooking, she knew that this was another of life's adventures she simply had to pursue.

For years, Iris has cooked for friends and family and loves the fact that her kids request her home cooked meals for birthdays and special events over dining out at the latest restaurant. Rather than being guided by a set of culinary "rules," she delights in rolling up her sleeves and making her own, seeking inspiration from whatever is fresh and seasonal. For Iris, cooking is about creative expression and gathering loved ones around the table to savor time spent together.

While Iris, like many creative types, admits she had no idea what she wanted to be when she grew up, she has crafted a life that allows her to wake up each day with a smile on her face, ready to apply her energy and intellect to leave her own unique mark on the world. With the debut of *Mama Says, "No More Frozen Pizza!"* a collection of 24 easy, delicious recipes for new cooks, she is turning the page to a vibrant new chapter of her life that she hopes will inspire a new generation of college-aged and twentysomething cooks to embark on a lifetime of cooking healthfully and deliciously. "This product is a great way to teach the next generation how to be competent in the kitchen, giving them the ability to gather in the kitchen around great meals with their family and friends," she says.

Iris is owner and president of The Trillium Group, Ltd., a medical claims processing company headquartered in Atlanta, and also heads Chew on This, LLC, a company that specializes in investment in small women owned businesses. A graduate of The Wharton School and Temple University, she is a recognized expert in both teleworking and health care administration. She serves as vice president of the Jewish Federation of Greater Atlanta and served as chair of the organization's Community Campaign 2008. She is actively involved with national and international Jewish organizations, and has been the recipient of the Jewish Federation of Greater Atlanta Abe Schwartz Young Leadership Award and Gerald H. Cohen Community Award. As president of The Trillium Group, she is a past recipient of Atlanta's Clean Air Campaign PACE award. Iris enjoys photography, cycling, and hiking. She lives in Atlanta with her husband, four kids, and two dogs.