



**Lynn Epstein
Co-Founder**

As a teenager, when Lynn Epstein penned her "What I want to be when I grow up" essays, she listed her two top careers as DJ and forest ranger. She initially chose a career in finance and marketing, always fostering a love of music and the outdoors, but today she has found her true career niche with roots a little closer to home. Lynn is one half of the dynamic culinary duo that is Mama Says, a company she and longtime friend Iris Feinberg founded in 2007. She grew up in a close-knit family that savored the pleasures of cooking and gathering at the table. Her mother was an avid cook who amassed a vast repertoire of recipes. The family delighted in discussing which recipes were worthy of inclusion in her "good book," a three-ring binder of the family's favorite dishes. She remembers that her mother would inscribe notes in the margins of the binder indicating tweaks to a recipe or noting when a dish was made for a special occasion.

As an adult, Lynn carried the memories of the love and care her mother put into her "good book," along with recollections of her grandmother's slow-simmered Italian tomato sauce and vegetable garden into her own cooking techniques. Today she cooks for her own loved ones with equal devotion. When she and her friend Iris started thinking of creative ways to empower a new generation of cooks to find their way in the kitchen, their debut collection of recipes, *Mama Says "No More Frozen Pizza!"* was born.

With *Mama Says, "No More Frozen Pizza!"* Lynn is circling back to celebrate what she learned as a child: that there is something special about trying new things and talking about the experience. She is excited about providing new cooks with the same kinds of kitchen tips and tools her stepsons called home for while they were in college or making a home of their first apartments.

Lynn's background provides an ideal foundation for her new livelihood as an entrepreneur for Mama Says. Originally from Phoenix, Lynn spent many years working as a marketing executive in Portland, Oregon, before relocating to Atlanta in 2001. Currently, Lynn works as a strategic marketing consultant, and previously was operations manager for Portland-based direct marketing agency Rosen/Brown Direct. She has also held senior marketing positions with ADC Telecommunications, Kentrox and Tektronix, and began her career with a stint as a financial analyst for the Intel Corporation. She has been a frequent speaker at national marketing conferences on direct marketing techniques, marketing communications, and online marketing strategies. She has held board positions for youth-at-risk and other social service organizations and is the recipient of the 1992 Jewish Federation of Portland Young Leadership Award. Lynn and her husband live in Atlanta and are thrilled that their two grandsons live there as well.