

Maria de Lourdes “Lulu” Sobrino Founder & CEO Lulu’s Dessert Corporation



Maria de Lourdes Sobrino is Founder and CEO of Lulu’s Dessert® Corporation. Established in 1982, Lulu’s Dessert®, is ranked among the top 500 Hispanic Businesses in the United States. As Jim Hopkins from *USA Today* wrote she is “the queen of ready-to-eat gelatin and a force in the surging number of Hispanic entrepreneurs.”

Born and raised in Mexico City, Ms. Sobrino’s first business was in the tourism industry. She later expanded her business to a travel agency, which grew so rapidly that she decided to open an office in Los Angeles. In 1982, Ms. Sobrino had to close her Mexican travel business due to unstable economic conditions in Mexico; however, her entrepreneurial spirit grew stronger and she began to explore other passions and ideas.

Ms. Sobrino came up with the great idea of ready-to-eat gelatin when looking for the popular dessert while living in the U.S. A staple in her native Mexico, the concept was new to the U.S. and a novelty when she introduced it to American grocers in California. She recognized a need, filled it and revolutionized the food industry by creating **the first-ever ready-to-eat gelatin category**, based on her own mother’s recipe. From the initial production of 300 cups of gelatin a day, Lulu’s Dessert® has overcome many challenges and obstacles to become a leading maker of ready-to-eat desserts.

In her capacity as a Public Speaker, she participated in a panel for Baruch College in New York for their conference, “A World of Opportunity, The Impact of Immigrant Entrepreneurs”. She has also been invited by Verizon Wireless to speak in Miami, Florida and Irvine, California, and Microsoft Corporation, to share her story as a successful Hispanic woman entrepreneur. Ms. Sobrino’s leadership also gained her recognition and an invitation to be part of President George W. Bush’s, Economic Forum in Waco, Texas to represent “Small Businesses”.

First Lady of California, Maria Shriver, invited Ms. Sobrino to participate in the 2009 Women’s Conference on October 26, 2009 in, Long Beach, California. She joined a panel to discuss *How to Start or Grow Your Own Business in These Uncertain Times*. This annual conference celebrated its 23rd year and was attended by nearly 14,000 women. www.californiawomen.org

Most recently she was invited to participate in a business panel at the Milken’s Institute, State of the State Conference 2010 and for the Power Hour Series at the Los Angeles Chamber of Commerce, for November 2010.

The Schlesinger Library at Harvard University honored Ms. Sobrino in a national traveling exhibit that reinterprets the History of American Women and Business. “Enterprising Women, the Businesswomen of America: 1750-2000” She was among 40 intriguing women who helped shape the landscape of American Business such as: Meg Whitman, Martha Stewart and Oprah Winfrey among others.

www.enterprisingwomenexhibit.org

Currently, she is on the advisory board for EX-IM Bank in Washington D.C., TECMA in Orange County, HWGA Hispanic Women Grocers of America as well as NAFIN (Nacional Financiera an investment bank in Mexico) and the Girls Scouts of Orange County, CA.

In her first book *Thriving Latina Entrepreneurs in America* Ms. Sobrino shares her story along with seven other outstanding Latinas and their business successes. The book is available through Amazon.com, Borders, Barnes & Noble and other booksellers nationwide.

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