



In 2015, **Gigi Butler** was featured on an episode of Undercover Boss, and most recently, Gigi is one of the featured “inspirational” stories in Shark Tank’s Daymond John’s new book, The Power of Broke. With 11 pages dedicated to her fascinating story, Daymond describes Gigi’s relentless determination and drive to be a successful female entrepreneur.

In short, Gigi’s success story is truly an “American Dream” of a housekeeper turned CEO practically overnight. Gigi is a single mother, trying to balance the demands of raising a young daughter while running a multi-million dollar company. As incredible as her baked goods are, Gigi’s personal story and the road she traveled to becoming the “Culinary Queen of Baking,” is even more remarkable. After years of trying to make it in the music industry at night and cleaning during the day, she decided to focus her efforts on her passion for baking, a lost art in her eyes. With only \$33 left to her name, she opened up her first bakery shop in Nashville, TN in 2008 and held her breath. Eight years later, Gigi’s Cupcakes is now the largest cupcake franchise in the country with over 100 locations and counting. Gigi’s Cupcakes features over 300 rotating flavors including sugar free and gluten free options in locations nationwide.

Gigi Butler

Speech Topics

- Women’s Motivational
- Women in Business
- Motivation
- Entrepreneur
- Chef

