



## HOLLIE GREENE BIO

Chef Hollie Greene is passionate about bringing the joy of good food to the family table. In 2013, she founded [JoyFoodly®](#), a San Francisco-based company that helps families joyfully get more vegetables and fruits into their diets. Her newest venture is the [Joyful 12™](#), a one-year online crash course in seasonal eating that gets parents cooking at home by teaching vegetable and fruit preparation skills that are missing in many families' kitchens, and converting "yucks" into "yums." Hollie's natural warmth and spunky spirit are infused in every video tutorial, and her tried and true methods for overcoming the natural resistance of picky eaters are an asset to every family's kitchen.

Chef Hollie is a graduate of the French Culinary Institute in New York City and has taught over 2,000 public school children in New York and California through her work with non-profit programs such as [Wellness in the Schools](#) and [The Sylvia Center](#), and in partnership with Rachael Ray's Yum-O!, the Office of Mayor Bloomberg and others. Chef Hollie has been a Professional Expert for the [California Healthy Kids Initiative](#) and a spokesperson for Whole Foods Market® with their Northern California "Now in Season" program. Prior to attending culinary school, she spent ten years in Fortune 500 organizations creating global leadership development programs, where she taught thousands of adults. These experiences infuse her fun and positive approach to helping families gain confidence in the kitchen.

When she's not creating recipes in the JoyFoodly kitchen, Hollie serves on the Board of Directors for 18 Reasons and she teaches and volunteers with national and Bay Area organizations including [18 Reasons](#), [CUESA](#), [Bay Leaf Kitchen](#), [Y.U.M Chefs](#), and [A Little Yumminess](#).

*Follow Hollie on [Twitter](#) and [Facebook](#) to keep up to date with her latest joyful kitchen creations.*