

My name is Tracey Wheeler Noonan.

For my entire adult life, I have been a serial entrepreneur. And while you may not immediately recognize my name, if you're a fan of Shark Tank, you will definitely know my company, Wicked Good Cupcakes. I brought WGC from a home based business to a multimillion dollar acquisition in just 10 years. Might I add, that this was with no formal culinary training, nothing more than a high school diploma and NO money.

And while this may seem like quite the accomplishment, I can tell you it pales to what I have been through over the past 50 years.

I have survived 3 divorces, I have sued the Archdiocese of Boston and won my case. A case where I was represented by none other than Mitchell Garabedian. I was 9 years old when the sexual abuse occurred. It took me 50 years to summon up the courage and take on the Catholic Church. And boy am I glad that I did!

I have cared for my two parents, both diagnosed at the same time with Alzheimer's Disease, all while trying to keep up with the meteoric growth that WGC experienced after not only our original airing but the 5 other updates we were given.

I have built businesses ranging from a Commercial Photographer working in advertising, to an animal wrangler on set for movies and television.

I have mentored many and have been mentored myself by the likes of Kat Cole, Marcus Lemonis and Kevin O'Leary.

The theme I am so passionate about is, "If You Think Starting A Business Is Tough, Wait Until Life Interrupts."

I'm a published author and have a tv pilot being circulated around Hollywood.

I have been described as genuine, engaging, funny, smart and a unicorn. (The unicorn is my favorite.) I give out my personal contact info so anyone can have access to me.

In closing, I would love to keynote or be on a panel where entrepreneurship and the reality of life are a subject.

I want to thank you for your time.

I look forward to meeting you soon!

Tracey Noonan

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