

Contact: Eileen Spitalny  
Fairytale Brownies  
(602) 489-5155  
eileen@brownies.com

## David Kravetz

Little did David Kravetz know that a chance meeting on the kindergarten playground would result in a lifelong friendship and becoming a business partner with Eileen Spitalny. Friends throughout grade school and high school, David and Eileen decided at an early age that they wanted to be entrepreneurs and spread their love of chocolate and brownies with the world.

After high school, David went on to attend Stanford University where he earned a degree in mechanical engineering. He then designed consumer packaging at Procter & Gamble in Cincinnati and eventually returned to Arizona ready to pursue his entrepreneurial dream.

In 1992, David and Eileen could be found baking their gourmet brownies in a friend's catering kitchen late into the night. By 1993, both quit their day jobs to dedicate full attention to Fairytale Brownies.

What started with humble beginnings (a \$14,000 investment) is now the nation's largest gourmet mail-order brownie company with sales of \$10 million. David is the Catalog and Web Team Leader and serves on the Advisory Board for the National Conference on Operations and Fulfillment (NCOF). David oversees the company's strategic planning, accounting, information technology, and general operations.

David has been responsible for countless innovations and empowerment programs which have resulted in the company winning the prestigious Phoenix Chamber of Commerce Innovative Small Business of the Year Award in 1999, the 2002 Ernst & Young Arizona Retail Entrepreneur of the Year, and the Small Business Administration's 2006 Arizona Small Businessperson of the year.

In his spare time, David enjoys golf and spending time with his wife of 15 years, Mandy, and their two children, Lily and Eli.