

Robert H. Nelson II

Robert H. Nelson II is Vice President and Chief Financial Officer of Sprinkles Cupcakes, the world's first cupcakes-only bakery. In 2005, Bobby joined Sprinkles in a strategic role to lead the company in areas of finance and real estate. The flagship Beverly Hills bakery opened in April 2005 and Sprinkles has since expanded to 12 cupcake bakeries across the country, including New York, Chicago, Dallas, Houston and Washington DC. Sprinkles Ice Cream launched in Beverly Hills in 2012 and now has 3 locations, including Dallas and Newport Beach. Continually innovating, the Company launched the world's first cupcake truck, the Sprinklesmobile, in 2009 and the world's first Cupcake ATM in 2012 which allows customers to buy cupcakes 24 hours a day!

Bobby was raised in Oklahoma City and graduated from Casady School in 1993 from which he was honored with the 2008 Alumni Achievement Award. He graduated with a BBA in Finance from the University of Oklahoma in 1998 and was selected to participate in the Michael F. Price Student Investment Fund. Prior to joining Sprinkles Cupcakes, Bobby worked in commercial real estate brokerage and development at Torchmark Hogan and also is co-founder of Granite Partners, an oil and gas investment company.

Bobby is a resident of Oklahoma City along with his wife and two children. From there he manages Sprinkles financial offices and travels to meet Sprinkles expansion objectives. He currently serves on the Board of Trustees of Westminster School and is involved with various other non-profit organizations.