

Charles E. Nelson II

Charles E. Nelson II is President and Co-Founder of Sprinkles Cupcakes, the world's first cupcakes-only bakery. In 2003, Charles and his wife Candace conceived the idea of a cupcakes-only bakery and started to work on the recipes and store design. 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!

Charles was raised in Oklahoma City and graduated from Casady School in 1988. He graduated Magna Cum Laude with a BSBA in Finance from University of Arizona in 1992 and received an MBA from the Darden School at University of Virginia in 1996. Prior to founding Sprinkles Cupcakes, Charles worked in technology corporate finance at Alex Brown in San Francisco and was also Director of Business Development for online music retailer SecondSpin.com.

Charles' wife Candace is Pastry Chef and Co-Founder of Sprinkles Cupcakes as well as a judge on Food Network's "Cupcake Wars." They live in Los Angeles with their two sons and dog. Everyone in the family has a sweet tooth – even their dog that eats Sprinkles doggie cupcakes.

For his entrepreneurial accomplishments, Charles has been honored with the 2008 Casady School Alumni Achievement Award, 2009 Entrepreneurial Fellow Award from the McGuire Center for Entrepreneurship at the University of Arizona, and the 2007 Beverly Hills Chamber of Commerce Entrepreneurial Business Award.