Bobbie Lloyd
Chief Brand Officer & Chief Baking Officer
Magnolia Bakery

As Chief Brand Officer and Chief Baking Officer of the world-famous Magnolia Bakery, Bobbie has played an integral role in expanding the brand from its original location in New York City's West Village to its now over 50 locations worldwide.

On the culinary side, Bobbie brings the homemade essence of Magnolia Bakery to customers through the creation and development of new recipes and innovations and perfection of old favorites. As Chief Brand Officer, Bobbie is Magnolia Bakery's brand steward, developing and enhancing the company culture from the inside out.

In her 20 years with the bakery, as COO and President from 2008 to 2020 and CEO from 2020 through 2025, Lloyd has built an incredible team and fostered the continued growth of the omnichannel business, bringing the joy of Magnolia Bakery and its desserts to new people in all new ways across the globe. Lloyd spearheaded the company's international franchise growth, launched the U.S. franchising program, spearheaded nationwide shipping and the launch of the brand's D2C channel, opened new retail bakery locations around the world, and drove product innovation with the launch of the brand's Frozen-to-Thaw Banana Pudding line.

Lloyd is the author of two beloved cookbooks, *The Magnolia Bakery Handbook: A Complete Guide for the Home Baker* and *The Magnolia Bakery Handbook of Icebox Desserts: A Complete Guide for the Home Bakery, Volume 2.*

Before joining Magnolia Bakery, Lloyd worked at some of New York City's finest restaurants, including Tribeca Grill, Union Square Cafe, Prix Fixe. The Harrison and Red Cat Restaurant, and co-owner of It's a Wrap.

Lloyd is a proud board member of Les Dames d'Escoffier since fall of 2022. She was co-chair of the fundraising committee from October 2022 to October 2023.

Lloyd is passionate about supporting her local community and charitable organizations and supports the American Cancer Society, The Samuel L. Waxman Cancer research foundation and Pure Earth through fundraising, awareness campaigns and education efforts.