



YASMEEN TADIA

ENTREPRENEUR, PUBLIC SPEAKER,
STRATEGIST, CONSULTANT, MOM

“Yasmeen Tadia is a visionary business strategist focusing on the power of relationships to grow and develop a profitable business.”

THE *SWEET* STORY

Yasmeen Tadia | Founder of Make Your Life Sweeter®

Make Your Life Sweeter® founder Yasmeen Tadia has transformed standard-issue, carnival cotton candy and popcorn into gourmet indulgences with her signature line of sweets sensations, including Fluffpop® Gourmet Mini Cotton Candy, Hotpoppin® Gourmet Popcorn, Sugaire® Organic Cotton Candy, LeMod Macaron, and ModSweets.


Visions of fluffy treats and popped sweets weren't always dancing in Yasmeen's head. As a SMU Southern Methodist University Cox School of Business grad, she spent 10 years in corporate America before inventing Fluffpop. However, her time spent in a variety of management positions, and later as the corporate director of human resources for a large hospitality company based in New York City, did give her the confidence kick she needed to turn her fluffy dream into a serious reality.

Fluffpop Mini Gourmet Mini Cotton Candy is a flavor-packed experience—and a low-calorie, vegan, and gluten-free one at that. The entrepreneurial vision behind the sweet Fluffpop miniature pouf was actually born out of Yasmeen's desire to provide a healthier candy alternative for her sugar-loving young son, Zain, which also instantly made this single-mom the CEO of fun for her son. Now, she and her team of resident "DJs" spin Fluffpop at countless events across the United States—from red-carpet celebrity soirees to sporting events, posh parties, casual shindigs and private celebrations. Tadia reached a milestone in 2014 when she attained the United States Patent for Mini Cotton Candy Pops (patent number: D712, 116 S).

Popcorn also holds special significance for Yasmeen, as her love of the snack stems from her childhood in South Africa, where kernels were freshly popped and uniquely flavored for each customer. Wanting Zain to also experience a similarly creative and custom treat in the United States, she launched Hotpoppin, her innovative line of premium, handcrafted gourmet popcorn in 2014. Hotpoppin is popped in small batches and features sweet and savory flavors using only the highest quality of ingredients for a taste that's like no other. Vegan and gluten-free options are also available. Along with the chef-driven flavors, the Hotpoppin team specializes in innovative and trendsetting popcorn bars and custom presentations at events, traveling worldwide with their unique creations.



#SPREADINGSWEEETNESS



Sugaire Organic Cotton Candy celebrates the same gourmet twist as Fluffpop but in a traditionally sized cotton candy offering. When traveling globally with her son, she realized that he was still drawn to traditional sized cotton candy, which defeated the original purpose of inventing Fluffpop in the first place. Realizing that many people still crave “normal” cotton candy, she wanted to create something that was perceived as the typical childhood favorite, but wanted to use her innovative creativity to make it organic, hand-spun, vegan, and gluten-free.

Yasmeen has parlayed the success of her highly esteemed, global experience-based company, Make Your Life Sweeter, and its suite of high-end products, into the vision behind ModSweets. With this new brand, Yasmeen saw an opportunity to bring the spirit of her highly customized, trend-forward treats including Fluffpop, Hotpoppin, and Sugaire to a widespread audience who can now purchase them in retail stores and enjoy them on a daily basis—not just special occasions. ModSweets soft launched exclusively with Neiman Marcus across the country during the holiday season of 2017 and is now available in various elevated stores and boutiques in the United States.

“Ms. Tadia’s philanthropic passion has enticed her to create a non-profit organization that will inspire others and also give her son the opportunity of interacting with those less fortunate than him.”

“Make Your Life Sweeter” is also a motto Yasmeen lives by, endeavoring to make a sweet impact on the lives of others while supporting a variety of charitable initiatives. Yasmeen’s philanthropic passion has enticed her to create a non-profit organization that will inspire others and also give her son the opportunity of interacting with those less fortunate than him. The non-profit organization called Random Acts of Sweetness®, and launched in Fall of 2017 with her #spreadingssweetness campaign.

Yasmeen is currently working on writing her first book and enjoys the opportunity of sharing her experiences through a variety of public speaking platforms. During her spare time, her favorite thing to do is to travel with Zain, giving him the opportunity of creating memories through global experiences.

WHAT MAKES YASMEEN **SWEETER?**



ENTREPRENEUR

Make Your Life Sweeter® founder Yasmeen Tadia has transformed standard-issue, carnival cotton candy and popcorn into gourmet indulgences with her signature line of sweets sensations, including Fluffpop® Artisanal Mini Cotton Candy, Hotpoppin® Gourmet Popcorn, Sugaire Organic Cotton Candy and her most recent creation called ModSweets. Visions of fluffy treats and popped sweets weren't always dancing in Tadia's head. As a Southern Methodist University Cox School of Business grad, she spent 10 years in corporate America before starting Make Your Life Sweeter. However, her time spent in a variety of management positions, and later as the corporate director of human resources for the largest hospitality management company based in New York City, gave her the confidence kick she needed to turn her fluffy dream into a serious reality.

PHILANTHROPIST

"Make Your Life Sweeter" is also a motto Tadia lives by, endeavoring to make a sweet impact on the lives of others while supporting a variety of charitable initiatives. Ms. Tadia's philanthropic passion has enticed her to create a non-profit organization called Random Acts of Sweetness® that will inspire others and also give her son the opportunity of interacting with those less fortunate than him. Tadia is currently working on writing her first book and enjoys the opportunity of sharing her experiences through a variety of public speaking platforms. During her spare time, her favorite thing to do is to travel with Zain, giving him the opportunity of creating memories through global experiences.

INSPIRATIONAL SPEAKER

Yasmeen is a sought after speaker, educating audiences about multiple topics such as human resources, entrepreneurship, small business, women owned business, reaching millennials. No matter what topic she touches on, she is guaranteed to bring SWEETNESS!

MENTORSHIP

Success comes from growth, and growth only happens when you surround yourself with people who push you and challenge you. That's why having multiple mentors constantly in her life is a conviction of Yasmeen's that she stands by. Understanding how important this is, Yasmeen is constantly pouring into other entrepreneurs and helping guide them and embrace the hard work it takes to realize your dreams.

DIVERSITY & INCLUSION FOCUSED

Yasmeen is 5th generation South African of Indian descent. After practicing as a successful physician in South Africa for many years, the tumultuous political environment of the apartheid convinced her father to immigrate to the United States along with her, her mother and her brother. Unable to continue practicing as a doctor in the U.S., he decided to follow his entrepreneurial spirit and formed a business plan based on developing meaningful relationships focused on trust and dedication. Surrounded by his business from a young age, Yasmeen's father's entrepreneurial drive has been inspiring her since childhood. Growing up in a family that chose to start over from scratch in a foreign country was beyond challenging, but Yasmeen was extremely blessed that her parents always focused on the importance of a solid education. Her father's motto for the family was "Eat, sleep, pray, and study." That motto helped her graduate from Southern Methodist University with a degree in business management and then spend 10 years in corporate America serving in various management positions. The corporate world was a challenge, but the experience served as a phenomenal platform that helped her think strategically, work efficiently, and become a driver of change. When not trying to take over the world with her sweet creations, Yasmeen can be found on countless adventures with her eight year old son Zain. Their favorite things to do together are travel the globe, find the coolest food trends and visit with friends.

SPEAKING TOPICS

Leadership
Business Strategy
Entrepreneurship/Startups
Brand Development
Leveraging Talent

Generational Differences
The Power of Mentorship
Work-Life Balance
Women in Leadership
Career Planning

Panel Discussions
Diversity & Inclusion
Human Resources
Motivation & Inspiration
Taking Risks

IN ACTION

Yasmeen Tadia's Speaking Experience

PRESIDENT OBAMA'S YOUNG LEADERS OF AMERICA
"The Power of Entrepreneurship"

AT&T'S WOMEN'S LUNCHEON
"Women in Leadership"

WOMEN'S LEADERSHIP LIVE WITH LINDA MCMAHON
"Creating a Memorable Brand"

BOSS WOMEN WHO BRUNCH
"Designing a Startup"

SOUTHERN METHODIST UNIVERSITY
"The Curiosity Advantage Workshop"

HYATT HOTELS WOMEN'S LEADERSHIP LUNCHEON
"Increasing your Emotional Intelligence"

DALLAS STARTUP WEEK
"Diversity and Inclusion in the Startup World"

LOCK LORDE LLP LUNCHEON
"Embracing Generational Differences"

DCEO WOMEN'S SYMPOSIUM
"Finding your Passion"

WOMEN OF EXCELLENCE
"Creating a Work-Life Balance"

PATHWAYS TO SUCCESS PODCAST
<http://julianplacino.com/01-yasmeen-tadia-founder-fluffpop-artisan-cotton-candy-sweet-entrepreneurial-journey/>

THE REBEL ROLEMODEL PODCAST
<https://www.rebelrolemodel.com/2017/10/11/yasmeen-podcast/>

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THE INSIDE SCOOP FOR
THE GAL ABOUT TOWN




BOOKINGS

Book Yasmeen to Speak.

Yasmeen is available to speak at your upcoming conference, symposium, panel discussion, or leadership training seminar.

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"To laugh often and much;

*to win the respect of
intelligent people and
the affection of children;*

*to earn the appreciation of
honest critics and to endure the
betrayal of false friends;*

to appreciate beauty;

to find the best in others;

*to leave the world a bit better
whether by a healthy child,
a garden patch or a
redeemed social condition;*

*to know even one life has
breathed easier because
you have lived.*

This is to have succeeded."

-Ralph Waldo Emerson

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"Many thanks for the fantastic collaboration at the Forbes 100th anniversary event! [My father] LOVED your cotton candy!"

–Moira Forbes, Executive Vice President, Forbes Media

"Entrepreneurs like Fluffpop Founder & CEO Yasmeen Tadia made Women's Leadership LIVE in SLC so much fun!"

– Linda McMahon, Co-Founder of WWE (Worldwide Wrestling Entertainment) & Administrator of the SBA (Small Business Association)

"You brought such energy to the morning that it reverberated throughout the ballroom to each and every fellow present. This is the panel that we had envisioned from the start. Thank you so much for making it come to fruition and in such as sweet fashion."

– Frank Justice, Vice President Meridien International