

MAGIE COOK

CEO, Keynote Speaker & Author



Magie, whose birth name is Magdalena De La Cruz Cook Garcia, is a Latino businesswoman who was born in an orphanage in Mexico. She grew up in poverty along with 68 brothers and sisters. She missed her opportunity to play basketball for the Mexican National team because she broke her collarbone. Shortly after she immigrated to the US on a basketball scholarship at the University of Charleston.

After obtaining her college degree, and not being able to find a job, Magie became homeless and lived on the streets. When someone recognized her, she was given a place to stay. A few weeks later, she entered a Fresh Salsa competition for the State of West Virginia and won unanimously. At this event, she was given \$800 to start her business.

Not knowing anything about business and with perseverance, she created Maggie's All-Natural Fresh Salsa's & Dips, a company that grew into a multi-million-dollar business within 4 years and distributed products across 38 states to major supermarkets such as Wal-Mart, Sam's Club, Whole Foods and many more. At the height of her success in 2015, [Maggie's Salsa sold to Campbell's Soup](#). Shortly after, she went back to Mexico and helped rescue 31 orphaned children from a drug cartel.

As a CEO, Magie shares her unconventional and unique techniques that made her super successful in life and in business. She was given a Nobel Entrepreneurial Prize in Mexico, the Small Business Administration gave her the Young Entrepreneur of the Year Award, the University of Charleston Awarded her into the Hall of Fame, and West Virginia inducted her into their Generation Next, 40 under 40. Magie is a board member of AFIRE Pinellas, an organization that provides educational scholarships to kids with disabilities.

Magie has been featured on the Television Network Daystar, the American Dream Television, ABC, CBS, the show Ask Dr. Nandi, and has been featured in many more tv, radio shows, magazines and newspapers.

Magie is the author of Mindful Success - How to use your mind to transform your life. She's also the founder of success workshops and an e-learning platform that provides personal and professional development content for individuals and companies, and a podcast called True Life Heroes, where she interviews people who are making an inspirational difference in the world.

Website: www.magiecook.com • Instagram: @MagieCook • YouTube: @MagieCook
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