

Emily Groden

Founder & CEO, Evergreen

Emily Groden is the founder of Evergreen, one of America's fastest-growing frozen breakfast companies. Emily started Evergreen in 2020 because she wanted a better breakfast for her growing family. When searching for quick and easy options for her first daughter, Emily realized that most frozen waffles were full of ingredients she couldn't pronounce. Instead of settling, she began crafting her own waffles from real foods like fruits, veggies, and whole grains.

What started as a late-night passion project turned into a mission: to make genuinely nourishing food more convenient for busy families. Five years later, Evergreen is sold in 8,000 stores nationwide, from Whole Foods and Sprouts to select Walgreens and Targets. Emily's story has been featured by Good Morning America, The Today Show, and The Wall Street Journal, among other publications.

Prior to founding Evergreen, Emily worked for Chef Grant Achatz and Nick Kokonas as the General Counsel for The Alinea Group and Tock. Before her pivot into the hospitality industry, Emily practiced law at Kirkland & Ellis as a corporate associate focused on mergers and acquisitions. A lifelong athlete with a passion for food, Emily was a Division I swimmer and is an Ironman finisher and Boston Marathon qualifier. Emily graduated cum laude from Yale College and Harvard Law School. She currently lives in Glenview with her husband and two daughters, Evergreen's number one fans.