

WOMEN LEAD NC

OCTOBER 18, 2024 | RALEIGH, NC



Becca Wright Founder and CEO Piedmont Pennies

Based on her Grandbetty's recipe, Becca grew up "pinching Pennies," round cheddar cheese crackers, with her family to give to neighbors around the holidays. After graduating from UNC Chapel Hill with a bachelor's degree in public health, Becca worked for Deloitte Consulting in Washington DC, and baked Pennies in her Dupont Circle row house to share a "taste of the south" with her clients.

In 2020, Becca launched her company "Piedmont Pennies" for an MBA class project to help the world "Stay Cheesin" during quarantine. Three months later, she turned down a job at Meta (formally Facebook) to pursue Piedmont Pennies full-time.

Today, Pennies is 100% female owned and operated in Charlotte, NC. The team bakes, packs, and ships Pennies nationwide, with over 400 retail partners in 35 states. Pennies mission is to bake quality snacks so you can spend quality time with those you love.

Becca mission is to help business owners find their purpose and growth their businesses beyond their wildest dreams through authenticity, connection, empathy.

Life is short, so you gotta Stay Cheesin!

