



**LAURIE WATSON** | PRESIDENT & CEO | SEASONAL FOOD BRANDS, LLC

Born and raised in Medford, Massachusetts, Laurie graduated from Medford High School and Newbury College in Brookline with a B.S in Business Administration and a member of Alpha Chi National Honor Society – Outstanding Student Achievement Award Small Business Management. She began her love with the food industry early working at the famous First National Food Store near West Medford Square.

The allure of public service pulled her into working for the state of Massachusetts in the Department of Youth Services. During her time at DYS, the state began the historical developmental change by closing state juvenile institutions and developing secure treatment facilities and community based programs to decrease juvenile recidivism rates.

In the early 1980's after leaving public service to become a parent and entrepreneur along with her husband Bob, they began selling videos and Atari's to consumers at The Video Station in Woburn, MA. When done playing games they moved on to owning and operating two quick service printing locations in Boston and Woburn. The husband and wife team worked together to grow and service the greater Boston's printing and copying corporate needs. Bob ran operations, while Laurie made deliveries with her two young sons in the van.

In the early 1990's Laurie's love for the food industry came back into focus when they purchased Tobin Corporation, a food service company, based in Hudson, MA. They made a decision to focus on the food industry and growing Tobin Food Service with a move to Maynard.

In the following twenty years the Watsons have made a number of acquisitions of smaller food service and catering companies. They built their portfolio of cafeteria business and this lead to the creation of an entity, LPM Holding Co. Inc. to oversee those business units.

In early 2006, Laurie decided to franchise a 50's themed restaurant concept and later purchased a catering company and decided to certify the business as a women and minority owned business with the SOMWBA office in Massachusetts in 2008. She decided with her personal experience with restaurant and café operations transitioning into that segment would be the next logical step.

Thus, LPM Franchises cafeteria operations segment was created and in 2014 it was renamed as Seasonal Food Brands, which has received certifications from the Suppliers Diversity Office, (SDO) formerly State Office of Minority and Women Business Administration (SOMWBA). Seasonal Food Brands was certified in 2010 as a Women



Business Enterprise (WBE) from the Women Business Enterprise National Council (WBENC).

The team co-founded the LPM Charitable Foundation, which funds predominately children's charities with a mission toward education, personal development and health. The foundation has raised over 2 million dollars for the charities we work with and 100% of donations go directly to the charities.

She was member of the Board of Trustees of Newbury College for six years and was a founding participant in the development of Watson Academy an enrichment Program for At-Risk Youth. Laurie was member of the Board of Trustees at Crossroads for Kids for eight years and member of the Children's Hospital Circle of Care - National Association of Children's Hospitals.

Laurie lives in Boston with her husband, Bob. She spends her free time golfing with Bob and her grandson Tyler. Their two sons, Patrick and Michael are active in the business.