Tracey Noonan is the CEO and Co-Founder of Wicked Good Cupcakes, Inc. along with daughter, Dani Vilagie.

Wicked Good Cupcakes was started in the South Shore home kitchen of Tracey and Dani in 2010. After much success and increased demand, they opened their first retail location in Cohasset, MA October of 2011. In May 2013, a second retail location was opened in Boston’s historic Faneuil Hall Marketplace.

The company now 6 years young, has grown to be a nationally known, multi-million dollar brand thanks in part to an appearance on ABC’s Emmy Award winning show, “Shark Tank” and subsequent deal with Shark, Kevin O’Leary. Kevin has called Wicked Good Cupcakes, “One of his best investments from Shark Tank” on numerous occasions.

Wicked Good Cupcakes is now the largest shipper of cupcakes in the US and has added a host of other products including, cake jars, pie jars, brownie jars and gluten free cupcakes in jars. Recently, Wicked Good completed the buildout of a 21,000 square foot facility in Hanover MA which serves as their corporate headquarters and state of the art baking facility. Other commercial baking facilities are found in Norristown PA.

In September of 2017, Wicked Good entered into a partnership with Jennie Garth of Beverly Hills 90210 fame to produce a line of pie jars. Jennie Garth’s Wicked Good Pies hit the website on September 12th.

Wicked Good Cupcakes is in the process of beginning their franchise cupcake truck model as well as negotiating some international licensing deals.

Tracey and Dani have appeared on Seasons 4-8 of Shark Tank, ABC’s Good Morning America, 20/20, the Kris Jenner Show, the Meredith Vieira Show, CNBC’s Squawk Box, Fox Business News with Cinnabon’s Kat Cole, Start Up USA, Food Factory, Beyond the Tank, Say Yes to the Dress and as a guest seller on QVC.

Tracey was a 2015, 2016 and 2017 Finalist in the prestigious Ernst and Young Entrepreneur of the Year competition.

Tracey also mentors female MBA students for Babson College’s Innovative, WIN Lab.

In 2016 and 2017 Wicked Good Cupcakes, Inc was ranked in Inc. Magazine’s top 5,000 fastest growing privately held companies. Wicked was also ranked #9 as one of the “Fast Fifty” for the 50 fastest growing privately owned companies (as rated by the Boston Business Journal) in MA, April, 2016.
Wicked Good Cupcakes donates regularly to Veteran’s groups, animal shelters and promotes their “Pay it Forward Friday”. This charitable endeavor, in which a different worthy organization is chosen every Friday receives $1.00 from every online sale for the particular charity featured that week.

Tracey’s first book, A Wicked Good Idea, hit the shelves this past October. Tracey enjoys public speaking and motivating women of all ages to live to their fullest potential.

In her spare time Tracey enjoys playing the drums, learning Italian, traveling with husband Scott and her 3 Boston Terriers, Schilling, Sophie and Rocco Antonio.

“Being a “successful failure” is the key to learning everything one needs to know, in order to fulfill your life’s ambitions. No matter how big or how small they may be.”  TN