

## Popzup Popcorn: Who We Are



## Julie Lapham, Founder and Chief Executive Officer at Popzup Popcorn

Julie's professional career has been dedicated to product development, marketing, and branding in the natural foods industry. She started her career in the 1990s as the Northern New England sales manager for Baron Associates, a specialty and natural food broker. Along with her husband Marty, the two founded Turtledove Pesto Company, a line of pesto sauces with fresh and locally grown ingredients, from their Massachusetts home kitchen in 1995. Julie went on to develop innovative at-home food products for several food companies, such as Lindt Chocolate and PaneBelle's organic frozen dough. Most recently before founding Popzup, she was the manager of the Seacoast

Growers Association (the U.S.' oldest farmers market nonprofit) for the Portsmouth and Exeter, New Hampshire markets.



## Marty Lapham, Founder and President at Popzup Popcorn

Marty has spent his career building the brands of leading organizations in education, healthcare, arts, consumer products and business industries—in terms of marketing, online solutions, brand development and product packaging. just a few of his client include; the Metropolitan Museum of Art, American School in London, Cambridge University, Jimmy's Jazz & Blues Club, Osram Sylvania and State Farm.

Marty has also been a member of the Council of the Institute of Contemporary Art in Boston and served for eight years on the board of directors of the Big Brothers

Big Sisters of the Greater Seacoast of New Hampshire, and 15 years on the Board of the Boys & Girls Club of Lawrence.





## Nolan Lapham, Chief Operating Officer at Popzup Popcorn

Nolan was brought into the family business as COO in 2022, bringing many years of experience with engineering and operational management. Prior to joining Popzup, Nolan spent six years developing software for DraftKings. He also worked at two large-scale pharmaceutical manufacturing companies, Lonza Biologics and Sanofi, for more than eight years.