

Erik Oberholtzer is the co-founder of Tender Greens, a pioneering fine casual brand founded in Los Angeles, CA in 2006 with a mission to democratize good food. A vision of the future he continues to drive as a Food Forever Champion on global biodiversity for the Crop Trust with whom he cooks globally alongside the world's leading chefs. He joined the Rodale Institute's board in 2019 to help drive awareness around soil health, regenerative organic agriculture and food as medicine. In 2009, he founded The Sustainable Life Program, a six month paid culinary internship program with a mission to provide a path forward for foster youth. Many of the students now hold leadership positions at Tender Greens, serving as beacons of success and inspiration to those at the edge of society.

In 2019, Erik joined Cohere as an advisor to founders of conscious brands as they navigate the headwinds of scale. With the success of Tender Greens, he provides a founder-centered roadmap to growth with emphasis on culture, supply chain integrity and long term strategic planning. Currently he is advising brands that are putting the health of people and the planet first, such as The Butcher's Daughter in NYC/LA, Pocono Organic's regenerative farm and Mulberry & Vine in NYC.

Prior to founding Tender Greens Erik worked as a chef in many of California's best restaurants. This chef identity informs his intense dedication to ingredient providence, technique and deliciousness without compromise. A daily practice of meditation, fitness and good food helps Erik show up with a calm demeanor in a dynamic world. Erik is based in Brooklyn, NY and a small farm in Pennsylvania where he and his family grow organic hemp, native flowers and heirloom crops.