

## Joseph Semprevivo Biography

Joseph Semprevivo is President and CEO of Joseph's Lite Cookies, a family-owned, sugar-free cookie business. He also runs the real estate firm Joseph's Premier Real Estate. He is an adjunct professor of finance, business, marketing, real estate and insurance at Indian River State College and the best-selling author of "Madness, Miracles, Millions." He is a graduate of Florida International University and New Mexico State University. He is married with seven children.

At the age of 9, Joseph was diagnosed with Type I diabetes. He found out that he was a diabetic when he read a newspaper article that included symptoms for diabetes. After some blood work and tests, doctors told his parents that he would be lucky to live past the age of 17.

In 1986, he founded Joseph's Lite Cookies after his father (Larry) -- knowing how badly Joseph wanted to eat cookies again -- experimented until he perfected the perfect sugar-free oatmeal cookie. It was Joseph's first cookie in seven years and it was amazing! He begged his father to make more flavors. From their little kitchen in New Mexico, they began baking 170 sugar free cookies a day and brought them to local grocery stores and businesses for people to sample.

Now, Joseph's Lite Cookies bakes millions of cookies a day and makes other diabetic-friendly products such as sugar-free pancake syrup. Today the cookies can be found in numerous countries and nationwide across the United States in stores such as Dollar Tree, Big Lots, health food stores and major grocery chains across the country.