



BIOGRAPHIES

Alison Herman

This dynamic attorney, turned marketer, turned mother, turned entrepreneur is the co-creator and co-author of “The Dolly Adventures,” an award-winning series of storybooks that promote positive interaction and learning between a child and her doll. These child-friendly experiences transcend into real-life situations, which teach valuable lessons ranging from developing healthy eating habits to practicing sun safety, while promoting kind behavior and a positive attitude.

Prior to creating “The Dolly Adventures” with her mother, Ms. Herman did marketing for a Los Angeles, CA based, promotions company, ‘Incentive Innovations.’ During her successful tenure with this entertainment company, she built their sales and marketing department to such a high level that they relocated her and her family to the East Coast to open a New York division.

After receiving her undergraduate degree in Marketing from NYU in 1989, and her law degree from Fordham University in 1993, Ms. Herman practiced litigation in New York State. Realizing that her true calling was geared more toward marketing, she moved on to event planning and promotions with world-renowned, Grey Advertising.

Ms. Herman is happily married and lives with her husband, daughter and son in Remsenburg, New York. She is looking forward to balancing her multiple roles as she and her mother continue to develop “The Dolly Adventures.”

Lynn Grossman

Being a college student in the turbulent sixties taught this dynamic woman that, for her, the only limits were the ones she set for herself. Thus, after a lifetime of teaching, parenting and being a businesswoman, Ms. Grossman has co-authored, “The Dolly Adventures” with her daughter. A series of hardcover storybooks that promote positive interaction and learning between a child and her doll, this award-winning series is poised to become a national phenomenon.

Prior to writing children’s literature, Ms. Grossman enjoyed a very rich and eclectic life. After graduating from NYU in 1967 with a degree in education, Ms. Grossman went on to become a high school teacher. Desiring to further develop herself, after raising her children, in 1986, Ms. Grossman opened an interior design company and worked with commercial and residential clients for 10 years. Looking for more new challenges, in 1996, Ms. Grossman moved from interior designing to designing, building and managing residential properties.

Ms. Grossman’s experiences in the worlds of education, business, parenting and grand parenting have given her the needed experience and perspective to make “The Dolly Adventures” a successful venture. And best of all, she gets to spend time with her daughter, granddaughter and grandson while doing it.