

Success Stories

Dos Hermanos Taco Truck

In 2012, Lisa Gutierrez left her Cheesecake Factory manager position of 10 years to follow a wild dream of starting a food truck business with her husband. They started with nothing but a borrowed food truck, \$2,000 in savings, and a whole lot of ambition. Through these hopes and aspirations, they brought Dos Hermanos Taco Truck to life, bringing authentic Oaxacan-style recipes to their community. This authenticity is what would eventually lead to long lines and raving fans to their truck.

Lisa worked with the Columbus Minority Business Assistance Center (MBAC) to receive her Minority Business Enterprise (MBE), Encouraging Growth, Diversity and Equity (EDGE), and Women Business Enterprise (WBE) certifications.

Ten years later, Dos Hermanos has three brick-and-mortar locations, mobile food trucks, and concession stands in both the Lower.com Field and inside the Greater Columbus Convention Center. In 2019, the SBA named Lisa as Minority-Owned Small Businessperson of the Year. Dos Hermanos was also recognized by the Initiative for a Competitive Inner City (ICIC) as one of the fastest-growing inner-city companies in America, in terms of revenue and job creation. Dos Hermanos opened its first full restaurant at Easton in December 2022. Through hard work and strategic connections, Lisa has grown Dos Hermanos to a seven-figure business. Over the course of the years, Lisa's hard work did not go unrecognized.

As Lisa works to keep her business growing, create new job opportunities for her community, and collaborate with other small businesses, she also finds time to sit on the advisory board for both the Women's Business Center and the Women's Center of Economic Opportunity. In addition, she sits on the Executive Board of the Dublin Chamber of Commerce where she helps moderate and create discussion about helping the community.

Lisa's most recent accomplishments include launching both her public speaking company, Lisa G. Speaks, where she enjoys teaching female business owners how to gain momentum and run a profitable business, and Food Truck Millionaire, a coaching platform where Lisa takes food truck owners from the concession window to the CEO seat. Lisa, having no prior business education, knows the struggles of starting from zero with no connections. This drives her desire to share all the knowledge she has, to lead other aspiring entrepreneurs to the path of success.

For more information, visit
www.doshermanoscolumbus.com

