



**Mark Noguchi**

**CHEF & CULINARY CONSULTANT, UNDER MY UMBRELLA INC.**

**CO-FOUNDER, PILI GROUP & CHEF HUI**

Mark's Mantra:

“He ai leo ole, he ipuka hamama.”

Food unaccompanied by a voice; a door always open.”

— ‘Ōlelo No‘eau, 518

Mark “Gooch” Noguchi cooks from an ‘āina-based perspective, connecting food to its source to build community – an approach he learned from hula Halau o Kekuhi. This philosophy defined his former restaurant offerings He`eia Kea Pier and MISSION Social Hall & Cafe, as well as his current organization, Pili Group – a non-traditional food concept interweaving community, education and food. Mark is a graduate of the Culinary Institute of America, a 2019 Omidyar Fellow and a Food and Sustainability Curriculum Specialist at Punahou School. Like the intention that infuses his cooking, Mark’s personal motivations are rooted not in chefdom but in heritage. He counts family - his two daughters and his beloved wife - as his greatest accomplishment.