

**William B. Rosenzweig, age 42**

William Rosenzweig is an accomplished business leader, author and educator with notable expertise in the fields of strategic branding, organizational design and social venture entrepreneurship.

William serves as the Executive Director of the Socially Responsible Business Leadership Initiative at the Haas School of Business at UC Berkeley. In 1999 he was appointed Teaching Fellow at Haas by Dean Laura Tyson. He has been a visiting professor at San Francisco State University, and a lecturer at UCLA and USC. He serves as faculty advisor to the National Social Venture Business Plan Competition

From 1998-2001, Mr. Rosenzweig served as partner and CEO of Hambrecht Vineyards & Wineries, a consortium of ultra-premium wine brands, based in Healdsburg, California and Chairman of Winetasting.com, an on-line cooperative of California's finest winery tasting rooms.

In 1990, Mr. Rosenzweig co-founded and served as President, CEO and Minister of Progress for The Republic of Tea, an award-winning specialty tea business. Mr. Rosenzweig co-authored a best-selling book called The Republic of Tea: How an Idea Becomes a Business (Doubleday Currency, 1992), which chronicled the company's creative inception.

In his corporate career, he served as Senior Vice President for publicly traded Odwalla, Inc., the nation's leading fresh fruit juice company, and Vice President of Marketing and Creative Director for Nakamichi Corporation, a international manufacturer of premium audio equipment.

Mr. Rosenzweig has been involved in starting and growing a wide variety of entrepreneurial ventures. In 1998, he was one of the founders of Venture Strategy Partners, a \$25 million venture capital investment fund. He has also been an active contributor, director or advisor to Essentiel Elements, LeapFrog Toys, Ashoka, Trinity Springs Water, Whole Foods Markets, Just Desserts, Walt Disney Imagineering, Jamba Juice, Ben & Jerry's Homemade, Zoic, and Putumayo World Music. He was also the co-founder and Director of the nationally recognized TED, Ecotech and Build Brand Value conferences.

During the past ten years, Mr. Rosenzweig has been a leader in the development and implementation of socially responsible business practices and has been a frequent speaker at conferences and business schools. He was one of the original co-organizers of Ashoka's Social Entrepreneur to Entrepreneur program.

Will Rosenzweig is also an accomplished jazz cornetist, magician and former professional mime.

Mr. Rosenzweig attended Cornell University and San Francisco State University and holds a bachelor's degree in Arts Management.