



GREAT SPIRIT VENTURES

William B. Rosenzweig is co-founder and managing director of Great Spirit Ventures, the venture capital division of the A.M. Todd Group, a 135 year-old firm specializing in food flavors, ingredients, and specialty agriculture. Great Spirit Ventures invests early stage capital and develops new ventures at the intersection of food, agriculture and medicine.

Mr. Rosenzweig is an entrepreneur, investor and brand builder, having led a number of values-driven consumer products companies. He has been co-founder and CEO of **The Republic of Tea**, an award-winning specialty tea company; Sr. Vice President of **Odwalla**, the nation's largest fresh juice company; Vice President of **Nakamichi**; Partner and CEO of **Hambrecht Vineyards and Wineries**, and Chairman of **Winetasting.com**. As an investor and board member he co-founded Venture Strategy Group and has played a role in the growth of Stonyfield Farms, Leapfrog, Putumayo and Trinity Springs. He recently co-founded **Kingdom of Herbs**, a purveyor of all organic plants and products for home and garden at the Ferry Building in San Francisco.

Mr. Rosenzweig is on the faculty at the Center for Responsible Business at the Haas School of Business at UC Berkeley where he teaches the MBA course in Social Entrepreneurship and serves as faculty advisor to the Global Social Venture Competition. He is also founder of Ideagarden, a new business developer specializing in strategy, leadership development and financing for mission-driven business ventures focused on generating social and environmental value.

For the past several years, Mr Rosenzweig has served as an advisor and consultant to the Rockefeller Foundation's ProVenEx Fund, an investment vehicle seeking "double bottom line returns" in for-profit businesses. He was the co-project director and co-author of Rockereller sponsored research on Social Impact Assessment and design methodologies for measuring and monetizing the social value generated through social focused businesses.

Mr. Rosenzweig is the co-author of [The Republic of Tea: How an Idea Becomes a Business](#) (Doubleday 1992, 1994) a best selling book that chronicles the start up of a new company. He is on the board of directors of the AM Todd Company, Brand New Brands, Inc, Pharmaca, Inc., the Natural Dentist, Inc, Net Impact and UC Davis Connect. He also serves in an advisory capacity to the Acumen Fund, COPIA: The American Center for Wine, Food and the Arts, Women's Technology Cluster, and Sustainability.

Contact: William B. (Will) Rosenzweig
Great Spirit Ventures
100 Shoreline Highway
Suite 155 Building B
Mill Valley, CA 94941
TEL 415 332-7500
FAX 415 332-7502
wbrose@greatspiritventures.com