

Snapfish Management Team

Ben Nelson

General Manager, Snapfish.com

Ben joined Snapfish in 1999 as leader of the company's corporate development operations, where he raised more than \$36 million for Snapfish's second round of funding. In November of 2000, Ben took over company-wide responsibilities for finance, bringing the company to profitability and navigating Snapfish's 2001 sale to District Photo. Since 2002 Ben has been both Snapfish's CFO and the company's leading business strategist. He became president of Snapfish in March 2005, just before the acquisition of the company by Hewlett-Packard.

Before joining Snapfish, Ben was president and CEO of Community Ventures (now the Community Strength Foundation), a network of locally branded portals for America's communities. Prior to Community Ventures, Ben helped start the Mergers and Acquisition practice at Dean & Co, a first tier strategy consulting firm in Virginia, where he focused on transactions in the competitive telecommunications services industry.

As a consultant, Ben was also instrumental in the launching of several ventures within both large and growing companies. Among his previous projects were the launches of Disney Regional Entertainment for the Walt Disney Company in Asia, SmithKline Beecham's first foray into the internet, and the growth plan for CDNow in the first months after its founding.

Ben holds a B.S. in economics from the Wharton School at the University of Pennsylvania, where he graduated with honors.

Bala Parthasarathy

CTO & Co-Founder

Bala is an Internet veteran with several start-ups under his belt. Among other things at Snapfish, Bala is responsible for Snapfish's advanced computer clustering architecture, which elastically serves up the huge number of stored digital images at Snapfish while also delivering advanced sharing, display and printing applications to its millions of members. Previous to Snapfish, Bala co-founded iselect.com, a consumer services marketplace site, for which he led the team in building the entire site and business. Bala has also been a technology consultant at Central Ventures, where he managed technology due diligence and architecture consulting for three portfolio companies.

At Viman Software, another of the companies Bala co-founded, he led the team to build a robust cross-platform license toolkit. Bala was also one of the early engineers at Digital Link Corporation, where he was responsible for SNMP network management interface.

Bala earned an M.S. in computer science from University of California, Santa Cruz, and a B.S. from the Indian Institute of Technology in Madras, India.

Paul Schumer

VP of Marketing & Sales

Paul has more than 17 years of consumer marketing experience spanning start-up, mezzanine and Fortune 500 companies. He began his career at Nestlé Foods, where he managed an \$80M business that included Raisinets, Goobers, Sno-Caps, Bit-O-Honey and Laffy Taffy. Paul then worked as a consultant in Booz/Allen/Hamilton's Marketing Intensive Group, helping leading consumer packaged goods, retailing, and media and entertainment firms improve performance and build long-term strategy. He then ran marketing and product development for Pasqua Coffee, a 56-store chain of specialty coffee shops, helping to grow the company from \$19M to \$27M.

When Pasqua was acquired by Starbucks, Paul co-founded and became chief marketing officer of HolidayChannel, home of Santa.com. He drove a fully-integrated marketing effort that made Santa.com 1999's highest-trafficked holiday website, surpassing such stalwarts as Macys.com, Nordstrom.com, and RedEnvelope.

Paul holds an M.B.A. from Columbia Business School and a B.S. in economics and B.A. in philosophy from the University of Pennsylvania. His professional drive to achieve the next summit is complemented by an obsession with rock climbing.

Marc Chapman

VP of Product Development and Operations

Marc joined Snapfish in 2000, after 11 years with both startups and Fortune 500 companies. He began his career at Capital Formation Group, a New York investment banking firm, performing company valuations, strategic financial plans and M&A work.

Marc then spent six years with Eastman Kodak, where he started with the Equipment Manufacturing Division. He later joined the Single Use Camera division, where he helped build a \$250M business in just two years. While with Kodak, Marc orchestrated the launch of numerous new products and developed the business case to support the construction of additional plants in both Mexico and China.

Just prior to joining Snapfish, Marc was a Senior Analyst for Intel, assisting the CFO on strategic planning projects including acquisitions, pro-forma forecasting, valuations and corporate reporting.

Marc holds an M.B.A. from the William E. Simon School of Business Administration at the University of Rochester and a B.A. from St. Bonaventure University. While not at work, Marc is an avid golfer and loves being a full time Dad to his two daughters, Avery and Kaia.

Christopher Wu

VP of Mobile

Christopher Wu leads the Mobile team at Snapfish, extending Snapfish's services and products to all wireless devices. Christopher was previously the Director of Mobile for Yahoo!, where he and his team built Yahoo!'s wireless business including communications, entertainment, commerce and location-based services. While with Yahoo!, Christopher ran product management and product marketing teams including communications, m-commerce, entertainment and location based services. Before joining Yahoo!, Christopher worked at Microsoft, Mercer Oliver Wyman and A.T. Kearney.

Christopher is frequently quoted as a key industry reference, in publications ranging from The Wall Street Journal and Wireless Week to Reuters, and as a speaker at industry events such as CTIA, PMA, Comdex and CES.

Christopher received an M.A. in business administration from the Harvard University Graduate School of Business Administration, where he graduated with high honors as a Baker Scholar. He received his bachelor's degree from Harvard College, where he graduated with honors. Outside of work, Christopher is frequently found making unsightly divots on the local golf courses.

Chris Klingebiel

VP of Partner Solutions

Chris heads the Snapfish team that powers private label photo web sites for top-tier national retail chains, web portals, and mail order photofinishers. Since joining Snapfish in 2003, Chris has also spent a year leading product management for the core snapfish.com site and services.

Chris brings 15 years' experience in business development, product management, professional services, and management consulting to Snapfish. Chris came to us from Cataligent, an enterprise project management software start-up, where he set the company's product strategy and oversaw key client implementations.

As a consultant, Chris advised several start-ups during the late 90's. He also spent four years as a Director in the management consulting arm of Cambridge Technology Partners, where he oversaw strategy, e-commerce, and business process re-engineering projects for Fortune 500 companies such as Ford, Apple, Pacific Bell, Wells Fargo, Caterpillar, and Kaiser Permanente.

Chris holds a B.A. in linguistics from U.C. Berkeley. When not busy working Chris enjoys running, travel, hiking, playing guitar, and reading about science.

Helen Vaid

Managing Director, Snapfish EMEA

Helen has spent her career taking various brands into Europe from the U.K. Prior to joining Snapfish, she was sales and marketing director at Tornado Ltd., a streaming media provider. She worked with clients such as NASDAQ, Logica CMG, EMAP, and Reed Elsevier to provide systems and solutions to take their rich content online.

When Servecast Ltd. acquired Tornado, she became a key member of the management team and head of sales for Europe, taking the integrated platform of streaming media publishing to corporations as well as content owners. Prior to Servecast, she successfully launched ShopSmart, the U.K.'s leading shopping comparison engine, in Europe. Helen also set up key retail relationships on a Pan-European level for various brands when working at R. Twinings and Proctor & Gamble, Europe.

Helen holds an M.B.A. from Manchester Business School and a B.A. in change management from the University of Delhi. Her book on creating successful brands was published in 2003 in the United States and the U.K.