



## **Sharon A. Fordham**

Founder and Principal  
The Fordham Group

**Sharon A. Fordham** is Founder and Principal of The Fordham Group, an early stage investment firm specializing in pre-revenue businesses. The Fordham Group portfolio currently includes eight early stage companies in the building safety, water drilling, pharmaceutical, product safety, security and digital entertainment industries.

Previously, Ms. Fordham was CEO and Board member of the highly successful, award-winning eCommerce start-up WeightWatchers.com, Inc., a true Dotcom success. While there, she oversaw rapid growth, leading the pre-revenue company to almost \$80 million in sales, strong profitability and cash flow, and the #6 position among online subscription sites, in just three years. In 2005, WeightWatchers.com was bought by the licensor, Weight Watchers International, at a significant premium due to the value that was created.

Prior to her time as CEO of WeightWatchers.com, Ms. Fordham held several executive positions at Nabisco, including President of Global e-Business, President of the LifeSavers Company (Nabisco subsidiary) and Senior Vice President of Marketing for Nabisco's flagship division, the Nabisco Biscuit Company.

While at Nabisco, Ms. Fordham pioneered the emerging advertising genre of "advergaming", with the launch of Nabisco's industry-leading gaming web sites, Candystand and Nabiscoworld. Candystand.com was deemed so innovative and successful, it was ultimately rendered into a Harvard case study. Ms. Fordham also presided over numerous offline business successes, including multiple business turnarounds at the Nabisco Biscuit Company and the LifeSavers Company, as well as the launch of several award-winning new products, including Ritz Bits, Teddy Grahams, SnackWell's, Ice Breakers gum and Creme Savers candy, all "New Products of the Year".

Ms. Fordham is currently Chair of the Board for Skyworks Ventures, Inc., a digital entertainment company, and member of Jump Start, New Jersey's premier Angel organization. She attended Douglass College, Rutgers University where she earned a BA, and The Wharton School, University of Pennsylvania, where she received her MBA.

