

## Snapfish Management Team

### **Ben Nelson**

General Manager, Snapfish  
Hewlett-Packard Company

Ben Nelson 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, Nelson took over company-wide responsibilities for finance, bringing the company to profitability and navigating Snapfish's 2001 sale to District Photo. Since 2002 Nelson 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, Nelson 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, Nelson helped start the Mergers & 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, Nelson 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 Bachelors of Science in Economics from the Wharton School at the University of Pennsylvania, where he graduated with honors.

### **Kevin Frisch**

Chief Marketer, Snapfish  
Hewlett-Packard Company

Kevin Frisch joined Snapfish in 2007 and currently serves as chief marketer. He is responsible for all U.S. marketing activities as well as worldwide brand management for the organization.

Frisch brings to Snapfish more than 10 years of experience in the marketing and finance industries, most recently serving as the head of analytics and finance at ProFlowers. In that role, he oversaw the development of strategic and marketing initiatives and optimized operational expenditures. His accomplishments included leading the integration of brand into direct marketing efforts, increasing customer satisfaction, and acceleration margin growth in key marketing channels. Frisch also established and led a strategic analytics team that implemented a variety of programs leading to increased profitability for the company.

Before ProFlowers, Frisch held sales and marketing positions at San Diego-based PacketVideo, and also served as the vice-president of finance and operations. During his time at PacketVideo, Frisch created marketing strategies to drive adoption of PacketVideo technology. Frisch began his career at Dean & Company Strategy Consulting, a \$20 million international management consulting firm focused on market strategy and cost control for Fortune 500 companies.

Frisch earned a Bachelor's degree in Economics from the Massachusetts Institute of Technology (MIT).

## **Sarah Bernard**

Head of Worldwide Product, Snapfish  
Hewlett-Packard Company

Sarah Bernard joined Snapfish in September 2007 and leads the worldwide product team. In this role, she oversees Snapfish product managers in the United States, Europe and Asia Pacific region as well as the design, user interface and production teams.

Prior to Snapfish, Bernard led eCommerce for BabyCenter. She managed merchandising, site development, product management, fulfillment and customer service through two redesigns as well as a front and back end platform move. After joining BabyCenter in 2001, Bernard successfully launched the outsourced fulfillment and internal customer operations for the company's newly developed Internet store. Later, she went on to manage the store's website initiatives which aimed at reducing operating costs to increase profits by 550 percent.

Before joining BabyCenter, Bernard was the senior director of customer operations for more.com, an online drugstore and pharmacy, and was the vice president of operations for Mulberry Neckwear, the designer and manufacturer of the J. Garcia Art in Neckwear.

Bernard holds a Bachelor's degree in Cognitive Science from Brown University.

## **Chris Klingebiel**

Head of Partner Solutions, Snapfish  
Hewlett-Packard Company

Chris Klingebiel 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, Klingebiel has also spent a year leading product management for the core snapfish.com site and services.

Klingebiel brings 15 years' experience in business development, product management, professional services, and management consulting. Prior to joining Snapfish he was Director of Product Management for Cataligent, an enterprise project management software start-up. He also spent four years as a Director with Cambridge Management Consulting 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.

Klingebiel holds a Bachelor's of Arts in Linguistics from U.C. Berkeley.

## **Marc Chapman**

Head of Worldwide Operations, Snapfish  
Hewlett-Packard Company

Marc Chapman serves as the vice president of worldwide operations for Snapfish. In this role, he oversees the production supply chain, inventory and capacity planning, quality assurance, vendor relationships and cost of goods sold management.

Prior to joining Snapfish in 2000, Chapman was a senior analyst for Intel, assisting the chief financial officer with strategic planning projects, including acquisitions, pro-forma forecasting, valuations and corporate reporting.

Before Intel, Chapman spent 11 years with both start-ups and Fortune 500 companies, including Eastman Kodak, where he started with the Equipment Manufacturing Division. Later Chapman helped build a \$250 million business for the Single Use Camera division within two years. He also orchestrated the launch of numerous new products and developed the business case to support the construction of additional plants in both Mexico and China.

Chapman holds a Master's degree in Business Administration from the William E. Simon School of Business Administration at the University of Rochester, and a Bachelor's degree from St. Bonaventure University.

## **Manas Chaliha**

Director of Engineering, Snapfish  
Hewlett-Packard Company

Manas Chaliha is one of the founders of Snapfish and currently serves as the director of engineering. He is responsible for leading a team, spread across three continents, to build the highly scalable network of Snapfish sites.

Chaliha's team enables Snapfish to power large retail photo sites for leading retailers and is working on growing the Snapfish global network of sites, which currently extends to 21 countries. In addition to his work in R&D, Chaliha leads the Snapfish Quality Assurance team.

With 14 years of experience working on various software platforms, Chaliha previously worked for the IT management company CA and Shark Multimedia Ltd. on key computer telephony initiatives.

Chaliha holds a Bachelor's degree in Computer Science from Jorhat Engineering College in India.

## **Dean Cookson**

Director of Systems and Support Operations, Snapfish  
Hewlett-Packard Company

Dean Cookson joined Snapfish in 2007 and currently serves as the director of systems and support operations. He is responsible for the uptime of all Snapfish sites, the maintenance of the site's infrastructure and for providing customer support in eleven languages.

Cookson brings 18 years of experience in computer operations and almost a decade in web facing businesses. Prior to joining Snapfish, he served as the director of production operations at LookSmart, LTD. In that role, Cookson oversaw the transition of proprietary architectures to an open-source infrastructure and contributed to growing the search infrastructure to support more than 600 million searches per day.

Prior to LookSmart, Cookson worked for Akamai Technologies, where he helped build an internal IT organization that supported an employee growth rate of 300 to 1600 people over one year. Cookson also led Akamai's Systems engineering team, which provided the command and control software for Akamai's distributed network.

Cookson studied Physics and Computer Engineering at Case Western Reserve University and attended Northeastern University's College of Computer and Information Science.

## **Bala Parthasarathy**

Managing Director, Asia Pacific and Latin America, Snapfish  
Hewlett-Packard Company

Bala Parthasarathy is one of the founders of Snapfish and has helped grow the business to be the one of the world's leading online photo services site.

Parthasarathy is currently responsible for creating and growing the Snapfish business in the Asia Pacific and Latin America regions.

Prior to joining Snapfish, Parthasarathy was involved in various business and technology consulting ventures for several start-ups in the consumer and technology services arena. At Wyatt River Software, a company Parthasarathy co-founded, he led the team to build a robust cross-platform license toolkit. He was also a part of the early Digital Link Corporation team, where he was responsible for network management.

Parthasarathy earned a Master's of Science degree in Computer Science from University of California, Santa Cruz, and a Bachelor's degree from the Indian Institute of Technology in Madras, India.

## **Helen Vaid**

Managing Director, Europe, the Middle East and Africa, Snapfish  
Hewlett-Packard Company

Helen Vaid has spent her career taking various brands into Europe from the U.K. Prior to joining Snapfish, she was sales & marketing director at Tornado Ltd., a streaming media provider. She worked with clients such as NASDAQ, Logica CMG, EMAP, and Reed Elsevier etc. 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. Vaid also set up key retail relationships on a Pan-European level for various brands when working at R. Twinings and Proctor & Gamble, Europe.

Vaid holds a Masters of Business Administration from Manchester Business School and a Bachelor's of Arts 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.