



## Philip James, Founder, Snooth Inc



*"I want to grow Snooth into something that changes the wine industry forever. When there's no one left in the world who feels intimidated by wine, then I'd say we're done."*

disparate sources of information on each and every wine and offers users the tools to make more informed choices.

The idea for Snooth first came to Philip when he began working in the wine industry and realized just how complex wine was. Even customers who were seasoned wine collectors frequently became confused over whether a particular Bordeaux chateau was right bank or left bank. He realized that the wine industry was hopelessly fragmented - with neither a standardized naming system nor a centralized repository of information. Philip decided to change all that. He founded Snooth with a simple goal: to make wine information freely available.

As Snooth approaches 2 million ratings, it's beginning to pay off.

Philip James founded Snooth in 2006.

Formerly, he was Executive Vice President at The Wine Messenger, a leading national online wine retailer, where he focused on general management and operational issues.

Philip's background includes three years in Technology Investment Banking at Merrill Lynch, as well as time in the Venture Capital industry. He holds an MBA from Columbia Business School and a Masters degree in Computational Chemistry from Oxford University. Philip is a keen sailor and mountaineer. In 2002 he raced across the Atlantic, placing fifth of 242 boats and in 2003 Philip played an instrumental role in the world's highest altitude rescue, on the North Face of Mount Everest.

Philip is a self-confessed data fiend who is obsessed over factual correctness. He has put his obsession to work at Snooth, the world's most comprehensive wine database, which brings together all the