

## **Bob Weinschenk**

Bob Weinschenk is Co-Founder and Chief Executive Officer of What's My Wine. WMW is an app that allows people to find their perfect wine 24/7, based on their own ratings. Bob has a proven track record as a startup-entrepreneur across multiple and diverse industries. Prior to joining WMW, Bob was Chief Executive Officer of Stanford Intellectual Property Exchange (SIPX), a highly scalable technology platform that seamlessly integrates with all aspects of the higher education ecosystem to provide an end-to-end solution to manage, distribute, and measure digital course material use. Prior to SIPX, Bob was Chief Executive Officer of SmartyPig, a social-networking enabled financial platform that encourages smart savings by allowing users to share their goals and invite friends and family to contribute.

Bob was also Co-Founder and Chief Executive Officer of Barfly Interactive Networks, provider of a powerful social medium that engages customers and benefits both bar owners and advertisers, which was recently acquired by TouchTunes Music Corporation. Before Barfly, Bob served as President and Chief Executive Officer of Britestream Networks, supplier of the highest performance commercial encryption / encryption technology in the world.

Bob was previously President and Chief Executive Officer of Pixim, Inc., a supplier of innovative semiconductors and software platforms for digital image capture and processing. Prior to Pixim, he was General Manager of the Microelectronics division of Lucent Technologies, which launched the first production rollout of 802.11 products. Prior to Lucent, Bob was General Manager of the chipset organization at Advanced Micro Devices, which he founded and built from the ground up. Bob holds a BS and MS in Electrical Engineering from the Stevens Institute of Technology.