



GARY VAYNERCHUK

Meet Gary Vaynerchuk, a 35 year old *New York Times* and *Wall Street Journal* Best-Selling author who is also a self-trained wine and social media expert. From a young age, it was clear that Gary was a businessman. At 8 years old he was operating 7 lemonade stands in his neighborhood and by 10 he had moved onto selling baseball cards at local malls. In high school while working at his family owned liquor store, Gary started reading *The Wine Spectator* and wine books, and realized collecting wine offered an allure similar to his previous hobby of collecting baseball cards. With a wealth of knowledge and an entrepreneurial spirit, Gary spent every weekend of his college years at his parents' wine store. Recognizing the importance of e-commerce in 1997, Gary launched Winelibrary.com and helped grow his family business significantly from \$3 million to \$45 million by 2005.

In 2006, with a flipcam and NY Jets bucket Gary began Wine Library TV which revolutionized the wine world. His wine reviews soon attracted over 100,000 viewers each day and his die-hard fans nicknamed themselves "Vayniacs." Gary's cult-like following was the result of his unconventional, often irreverent commentary on wine. Using comical expressions like "Sniffy Sniff" and "The Oakmonster," he encourages straightforward wine tasting and debunks wine myths. A business visionary Gary also started Cinderella Wine, a flash sale website which features one wine per day beginning at 9PM EST for 24 hours sold at a severely discounted price. In 2011, he's continuing his mission to expand palates and breakdown wine barriers with the launch of his iPhone app Daily Grape. The new app allows viewers to watch his daily wine review show from their phone (or on the web), and add wines he has tasted to their wishlist. He also started a monthly newsletter that gives readers access to the hundreds of wines he tastes and reviews each month off camera.

Gary does not claim to be a 'techie', but in 2005, he began video blogging and is known as a true social media trailblazer! He has close to 1 million followers on Twitter and was included in *BusinessWeek's* list of the top 20 people every entrepreneur should follow. Gary's first business book *Crush It! Why Now Is the Time to Cash in on Your Passion* (October 2009) hit the *New York Times*, *Wall Street Journal* and *Associated Press* Best-Sellers lists in its first weeks. It maps out Gary's road rules for how to "Crush It" in today's business market by following your passion and building your own personal brand. His second *New York Times* bestseller *The Thank You Economy* (March 2011), details the effect of social media on business and has become required reading for business leaders. In the spring of 2009, Gary and his brother AJ launched VaynerMedia, a new breed of agency that

helps Fortune 500 companies like Campbell Soup Company, PepsiCo, Green Mountain Coffee, the NY Jets, the NHL and the NJ Nets find their social media voices and build their digital brands.

Gary has appeared on countless programs from Jimmy Fallon, Late Night with Conan O'Brien and Ellen to MSNBC, CNBC, CNN and NPR. He was also notably featured in *Decanter Magazine's* 2009 Power List which is a list of the 50 most influential people in wine and named Innovator of the Year at Wine Enthusiast's 2009 Wine Star Awards. Additionally, Gary was one of Askmen.com's 49 Most Influential Men of 2009.

Gary's ultimate goal is to own the New York Jets. Although his various businesses obviously play an enormous role in his life, he always puts his family first.

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