

## **1/11/12 Board Meeting Board Nominee Bio**

### **Nick Grouf**

Nick Grouf, cofounder of Spot Runner, Inc., has contributed to several important stages in the development of the Internet since completing his M.B.A. at Harvard University in 1995. Nick Grouf's Firefly Network, which Microsoft eventually purchased and developed—among other things— the Microsoft Passport. Firefly was also responsible for the development and commercialization of collaborative filtering, a technology used by companies as diverse as Amazon, Netflix, and search engines to help automate word-of-mouth product recommendations. Mr. Grouf founded one of the first commercial companies on the World Wide Web, as well as one of the largest Internet service providers, PeoplePC.

In addition to working for and founding numerous Internet startups, Nick Grouf held a variety of positions in the financial industry. He worked as an investment banker for Goldman Sachs and as a Business Analyst for McKinsey & Company. He also briefly pursued a career as a singer and songwriter following his undergraduate studies.

Nick Grouf's most recent project is the marketing agency Spot Runner, which he cofounded several years ago. Spot Runner's website, [www.spotrunner.com](http://www.spotrunner.com), details the company's well-known clients and sponsors, as well as the basic services the firm provides. Visitors can also find a list of the numerous service awards that the company has received.

He gives back to the community by participating in numerous nonprofits. Mr. Grouf supports the SEED Foundation, which provides underserved youth from urban areas with a boarding school education that includes mental, physical, and social enrichment. Nick Grouf also funded a pediatric neurology study at Cornell University and offers a scholarships for incoming students at various schools and universities.