



## Ben Nelson

General Manager, Snapfish

### Hewlett-Packard Company

Ben Nelson leads Snapfish, HP's online photo service, which enables its more than 26 million members to share, print and store their photo memories at low prices – online or off. Snapfish was acquired by HP in April 2005 and is now a part of HP Imaging and Printing Group's Digital Photography and Entertainment global business unit.

Nelson has spent his career in start-up environments. Prior to working with Snapfish, he was president and chief executive officer of Community Ventures, a network of locally branded portals for America's communities. Prior to Community Ventures, Nelson helped start the mergers and acquisition practice at Dean & Co, a first-tier strategy consulting firm, where he focused on transactions in the telecommunications services industry.

Nelson also has been instrumental in launching 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.

Based in San Francisco, Nelson holds a bachelor of science degree in economics from the Wharton School at the University of Pennsylvania, where he graduated with honors.

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