

William Rosenzweig has spent his career as an, entrepreneur, educator and venture investor. Will was founding CEO of The Republic of Tea, the company that started a tea revolution and created the premium tea category in the United States. The Republic of Tea is celebrating its 30th anniversary in 2020. In other entrepreneurial endeavors, Will played key leadership roles as Vice President of Nakamichi, Sr. VP at Odwalla, CEO of Hambrecht Vineyards and Wineries, Co-Founder and Chairman of Winetasting.com, and CEO of Brand New Brands, a healthy food incubator established in 2004.

In 2007, Will co-founded and continues to serve as Managing Partner of [Physic Ventures](#), the first venture capital firm focused on investing in keeping people healthy by supporting early-stage companies in consumer-driven health and sustainable living. Physic Ventures has been a lead investor in GoodGuide, Revolution Foods, Novomer, T2 Biosystems, Gazelle, Pharmaca and Yummly.

Will is also co-author of *The Republic of Tea: How an Idea Becomes a Business*, which has been named one of the [100 Best Business Books](#) of all time.

In 2010, Will was honored with the Oslo Business for Peace Award. The award was presented by three Nobel Laureates and is considered the highest international prize for ethical business leadership. In 2014, he chaired a US [national commission](#) on health promotion and the prevention of chronic disease. In 2016, Will was recognized as one of the 7 shapers of the future of food by [Bon Appetit magazine](#).

A long-time faculty member at the Haas School of Business at the University of California Berkeley, Will developed the country's first MBA courses in Social Entrepreneurship and Social Venture Development. Will currently leads the Food Innovation Studio and Edible Education 101 courses (with Alice Waters) at UC Berkeley. Will was named Social Impact Fellow at the Institute for Business and Social Impact. Will also served as the founder and Dean of The Food Business School of The Culinary Institute of America.

Will is a master gardener of purpose-driven people and plants. When he is not coaching young mission-driven social entrepreneurs, he is designing and tending gardens in and around Healdsburg, California where he lives with his wife, Dr. Carla Fracchia, the chief of palliative medicine at Kaiser Santa Rosa.