



## HIGHLIGHT INVESTMENTS

The logo for AdRoll, featuring the word 'AdRoll' in a blue sans-serif font.

The logo for App Annie, featuring the words 'App Annie' in a blue script font.

The logo for dropcam, featuring a blue location pin icon followed by the word 'dropcam' in a blue sans-serif font.

The logo for GitHub, featuring the word 'GitHub' in a bold black sans-serif font.

The logo for MINDBODY, featuring a blue circular icon with a white 'M' followed by the word 'MINDBODY' in a blue sans-serif font.

The logo for ondeck, featuring the word 'ondeck' in a bold black sans-serif font.

The logo for Supercell, featuring the word 'SUPERCCELL' in a bold black sans-serif font.



The logo for ZipRecruiter, featuring a yellow robot head icon followed by the text 'ZipRecruiter' in a black sans-serif font.

## ERIC LIAW

### General Partner

Eric Liaw, Managing Director and General Partner, joined IVP in 2011. He is focused primarily on later-stage investments in high growth companies across a variety of sectors, including enterprise software, Internet, and mobile. Eric serves as a Board Director or Observer for IVP portfolio companies AdRoll, App Annie, Glossier, MasterClass, MINDBODY (MB), The Honest Company, The Players' Tribune, Wikia, and ZipRecruiter and led IVP's investments in GitHub and Klarna. He previously served as a Board Director or Observer for Dropcam (GOOG), OnDeck (ONDK), RetailMeNot (SALE), and Supercell (SFTBF).

Prior to joining IVP, Eric was with Technology Crossover Ventures (TCV) where he completed minority and control investments in private and public companies across the Internet and software sectors. Eric was actively involved in originating, executing and managing a number of investments, including: Adknowledge, Altiris (SYMC), eHarmony, Fandango (CMCSA), Global Market Insite (WPP), Intelligent Beauty, Netflix (NFLX), TechTarget (TTGT), Tiny Prints (SFLY), Webroot Software, and Zillow (Z).

Earlier in his career, Eric was a member of Morgan Stanley's Technology Investment Banking Group. During his time at Morgan Stanley, Eric was involved in strategic and financing transactions valued at over \$4 billion for clients across multiple technology sectors, including C|Net, Crystal Decisions, JD Edwards, Hewlett-Packard, Science Applications International Corporation (SAIC) and others. Eric also held technical and marketing positions with Trend Micro and Canon Software Publishing.

Eric holds a B.A. in Economics with a minor in Computer Science and an M.S. in Management Science and Engineering, both from Stanford University.