



## Mark Goines Joins Morgenthaler Ventures as Partner

Menlo Park, CA – May 18, 2011 – [Morgenthaler Ventures](#), a leading venture capital firm, today announced the addition of Mark Goines as partner. Goines has an extensive track record of working successfully with high growth companies as an entrepreneur, executive and angel investor. Exits from his angel investments include Mint, Baby Center, PayCycle and Nolo.com.

Goines was also an angel investor in Morgenthaler investments, [Pageonce](#) and [Practice Fusion](#), and currently represents Morgenthaler on Practice Fusion's board. He joins Morgenthaler's IT Team based in Menlo Park, CA.

As partner, Goines will focus on investments in the areas of financial technology, mobile, consumer and small business Internet services.

"I have seen Morgenthaler in action for years as fellow board members and I like the way they roll up their sleeves and assist their portfolio companies," said Goines. "I'm excited to be working with their portfolio companies and partners, and am thrilled to be joining such a venerable firm."

"Mark is a proven entrepreneur and investor and what's more, a truly likeable guy," said Gary Little, partner, Morgenthaler Ventures. "We are lucky to welcome someone with his vast experience in the consumer, mobile, retail and financial space."

Goines helped build and ran Intuit's Consumer Tax business (TurboTax). He also served as senior vice president of Intuit's International Division, managing businesses on every continent, creating new products, acquiring companies and building partnerships. He then served as general manager of Intuit's Consumer Division and helped generate over \$200 million in annual revenues, serving 15 million customers across a broad range of software and e-commerce services by 2000.

Previous to Intuit, Goines held executive positions at Wells Fargo and Charles Schwab, where he developed and marketed early-stage banking, software and electronic services that formed the foundation of today's online trading industry.

Goines became an active investor and entrepreneur in 2000. He was an investor and board member at Mint, a consumer online financial management company that was sold to Intuit in 2009. He was also an investor and board member in NOLO.com, a self-help law service that was sold to Internet Brands in 2011. Goines co-founded and became chief marketing officer at PassMark Security, which was sold to RSA in 2006. He also invested in WePay (payments), BillFloat (lending) and Cozi (family organization).

Goines holds an M.B.A and a B.S. from the University of California at Berkeley. He served as president of the Los Altos Educational Foundation and has been elected as a trustee of the Los Altos School Board.

### **About Morgenthaler Ventures**

Morgenthaler Ventures is a premier venture capital firm, dedicated to helping entrepreneurs build valuable companies for more than 40 years. It currently has \$3 billion under management, including \$400 million in its ninth fund. Morgenthaler has invested in approximately 300 companies in the information technology and life science sectors. Representative portfolio companies in the IT space include: Evernote, Practice Fusion, NexTag, Siri, Lending Club, Pageonce, Socrata, Nominum, JasperSoft, MuleSource, Peregrine Semiconductor, Cortina, Nuance Communications, Apple and NEXTEL. The firm's IT Team is focused on early-stage investments and is headquartered in Menlo Park, CA. Web: [www.morgenthaler.com/ventures](http://www.morgenthaler.com/ventures). Twitter: @Morgenthaler\_V. Facebook: <http://www.facebook.com/#!/pages/Morgenthaler-Ventures/115077955192284>

### **Press contact**

Ching Wu

Morgenthaler Ventures

[ching@morgenthaler.com](mailto:ching@morgenthaler.com)

650-388-7620