



Punchbowl strengthens Board with former CFO of Upromise

Joan Nevins, former CFO of Upromise, joins past GMs of American Greetings and Evite on Punchbowl's leadership team

Framingham, Mass. (PRWeb) October 3, 2012 – Punchbowl.com, the one-stop site that helps smart moms and savvy professionals plan a party from start to finish, today announced the appointment of Joan Nevins to the Punchbowl Board of Directors. Nevins joins a distinguished group of experts on the Punchbowl Board including Bob Greene, Contour Venture Partners, Michael Waxman-Lenz, former GM of American Greetings, Bob Perkins, Consensus Research Group, and Matt Douglas, Punchbowl CEO.

The appointment of Joan Nevins to the Punchbowl Board adds another strong consumer-internet voice to the Punchbowl leadership team. She joins Michael Waxman-Lenz, Board member and former GM of American Greetings and Harry Lin, Board Advisor and former GM of Evite.com. The group has extensive experience in consumer-internet sites and the social expressions industry.

“As a CFO and a mom, I see the huge potential of the Punchbowl business,” said Nevins. “The team at Punchbowl has all of the pieces in place to drive revenue and be a leader in the celebrations market.”

Joan Nevins currently serves as Chief Financial Officer of Kalido Inc., responsible for the company's overall financial discipline and business controls. She also oversees all general and administrative functions, including the human resources, legal and facilities functions, while helping to lead overall corporate direction and growth strategy. Prior to Kalido, Nevins was the CFO for Upromise, Inc., a venture-backed internet start-up operating a savings network to help Americans save for college. At Upromise, Nevins helped raise two rounds of venture capital, developed systems to manage the organization's rapid growth, and achieved additional critical cash flow for the young start-up. She also has a wealth of experience in raising and managing capital, effectively leading organizations through private placements, initial public offerings and secondary offerings, as well as navigating mergers and acquisitions.

“It's rare to meet someone with both hands-on operational expertise and knowledge of consumer-internet,” said Matt Douglas, CEO, Punchbowl. “It's a pleasure to have Joan's expertise as we continue to grow the Punchbowl business.”

About Punchbowl, Inc.

Punchbowl is the company behind the critically acclaimed website Punchbowl.com, the one-stop site that helps smart moms and savvy professionals celebrate special occasions, milestone events, and holidays. Punchbowl offers a modern, effortless way to plan an unforgettable celebration with start to finish party planning. In addition, the site offers digital greeting cards that have the look and feel of a traditional paper card. Founded by software and user interface experts Matt Douglas and Sean Conta, the company is located in Framingham, MA and is backed by Contour Venture Partners and Intel Capital. To learn more, visit <http://www.punchbowl.com/company>