



**Peter Thum**  
**Founder, Ethos Water**

Peter Thum is founder of Ethos Water and vice president, Starbucks. Thum joined Starbucks in April 2005 following Starbucks acquisition of Ethos. He is also a member of the Board of Directors of the Starbucks Foundation. Thum manages Ethos Water's business strategy and directs Ethos' philanthropic work.

Thum conceived of Ethos in 2001; following a six month consulting project in South Africa, where saw extreme poverty and water issues firsthand. He began to research the World Water Crisis. It was clear that water was a different kind of problem. Unlike AIDS/HIV, people of the developed world knew comparatively little about water issues and didn't feel emotionally connected to the problem. On his next consulting assignment for a soft drink manufacturer, Thum perceived the opportunity to create a brand in the commoditized bottled water market that could connect and empower people to address this problem and generate awareness. Ethos would finance programs for children and communities who lacked clean water through its sales. He left his job in early 2002 to pursue this vision.

After about a year, Thum recruited his friend and business school classmate Jonathan Greenblatt to join him. Over the next 2 ½ years, the two entrepreneurs built the business through to its acquisition by Starbucks. Today, Ethos™ Water is sold in more than 7,000 Starbucks locations across the US and Canada and has achieved record sales for Starbucks. Beginning in 2008, Pepsi will distribute Ethos™ Water in the United States and Canada through its joint venture with Starbucks; expanding distribution to 100,000 potential outlets.

Through 2010, Ethos aims to invest at least US \$10 million to support humanitarian water programs around the world. Through the Starbucks Foundation, the Ethos™ Water Fund supports programs in Africa, Asia, and Latin America. To date Ethos investments exceed \$4.2 million will help more than 370,000 people.

Prior to founding Ethos, Thum was a consultant with McKinsey & Company in London, advising leading companies on strategic issues including mergers & acquisitions, new business development, branding, and organization. He was also with Gallo Winery for six years, including four years pioneering Gallo's market entry in Germany and brand management at the winery. Before Gallo, Thum was an English teacher for Siemens in Munich, Germany.