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# Gary Vaynerchuk



Photograph by Mark Peterson for Fortune; Grid Photo: Eugene Gologursky—WireImage

Age	38
Title	Co-founder and CEO
Company	VaynerMedia

The self-styled social media marketer has his share of haters for his brash manner, but before you roll your eyes, consider that he's now on his third successful act: First he built his father's brick-and-mortar New Jersey wine shop into a \$45 million business by bringing it online and creating Wine Library TV, the oddly viral wine-tasting web show. Its success made him a social media marketing guru—which then led to a 10-book deal with HarperStudio. Now he's focused on VaynerMedia, a digital agency he launched in 2009 that advises the likes of GE and PepsiCo and has grown to nearly 500 employees. Vaynerchuk, an early investor in Twitter and Uber, has also launched a VC fund with Miami Dolphins owner Stephen Ross to invest in startups like Birchbox and Medium. @GaryVee may be loud, but his influence is real, and he isn't going away.

## 5 things you don't know about Gary:

- He's afraid of heights
- His first concert was Billy Joel at Madison Square Garden
- He cofounded VaynerMedia with his younger brother AJ as soon as AJ graduated from college
- His life goal is to own the New York Jets
- He judged the 2014 Miss America Pageant