

Brian Barth

Founder and CEO

Uplift

Brian drives business and product strategy, forges and manages relationships with key partners and investors, and sets the company's cultural tone. Prior to co-founding Uplift, Brian was a co-founder, CEO and Director of SideStep, which invented travel meta-search in 1999. SideStep was acquired by Kayak in 2007, which in turn was acquired by Priceline for \$1.8B in 2013. Brian has been a board member and advisor of numerous startups and holds a BS and an MS in Electrical Engineering from MIT.

