



Joe Ochoa
Chief Executive Officer
Wolf Key Capital
Winnetka, IL/Austin, TX

Joe began his career at Procter & Gamble, Frito-Lay and AT Kearney management consultants before going on to cofound ecommerce marketing start up Fifth Gear Media. After a successful IPO he joined a venture backed company that was later acquired by Owens Corning. At Owens Corning assignments included managing the largest acquisition and moving to Mexico City where he expanded

the company's footprint throughout South America. He returned to the United States to run one of Owens Corning's largest divisions.

Most recently Joe was President at The AZEK Company where he turned around the biggest division and had another successful IPO. Joe now spends time on for profit and not for profit boards and advising entrepreneurs, Venture Capital, and Private Equity firms. He also invests in new ventures and great managers with the Family Office fund Wolf Key Capital.

Joe holds an MBA from Stanford Graduate School of Business. He received a BBA in Management from the University of Texas.

Joe splits time between Austin, TX and Winnetka, IL. Joe is married to Christi Smith and has two daughters in college.