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Tumblr: David Karp

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DAVID KARP

TUMBLR

Sarah McWilliams

TUMBLR HISTORY

- The website officially launched in 2007
- Acquired Tumblrette in 2009 and a mobile app became available for Blackberry users in 2010 (now offered for Apple and Android users)
- In 2012, Tumblr started banning blogs that were pro-self harm, suicide, or eating disorders
- 2013: Yahoo acquires Tumblr for \$1.1 billion. The website is worth \$800M

ABOUT

- Born in July 1986 – he's not even 31 yet!
- Started learning HTML when he was 11 and started homeschooling when he was 15 and got an internship with an animation company called Frederator Studios.
- He got a job with UrbanBaby doing web developing before moving to Japan when he was 17.
- He invested in a company called Davidville in 2006 and with help from Marco Arment, created Tumblr in the same year before making the website public in 2007.
- Joined the Planned Parenthood Board of Directors in 2014

BUSINESS MODEL

- 68% of tumblr's users are 34 and under, and Karp knows this. He tries to grow the company as his users grow, something he called "aligned growth"
- Karp also believes in autonomy. This allows his team to create on their own and do the right things in regards to Tumblr users.
- Karp keeps his company community-oriented. Its easy for the Tumblr community to engage with the staff and vice versa. The staff shares the users excitement for things and communicates with users to let them know that they (the staff) is excited too.

MANAGEMENT PHILOSOPHY

- Karp does not keep a schedule, except for board meetings and Monday morning team meetings. He says “appointments are caustic to creativity.”
- Karp likes to keep open communication channels with users as to better understand what it is they like and don't like.
- He doesn't check emails until he gets into the office, and keeps them in separate files for better organization