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## Twitter: Jack Dorsey

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# The On Again Off Again... Then On Again CEO of Twitter Jack Dorsey

WHAT'S HAPPENING?

BY: BRITTANY ONWUDINJO

# Background

- Jack Dorsey was born on November 19, 1976 in St. Louis, Missouri.
- While attending high school Dorsey became interested in computer programming.
- He noticed that there was need for dispatch communication systems for public transportation such as, taxis and city buses.
- At the age of 15 he wrote a software dispatch system that is still being used today by taxi drivers, bus drivers and even police cars.

## Background cont...

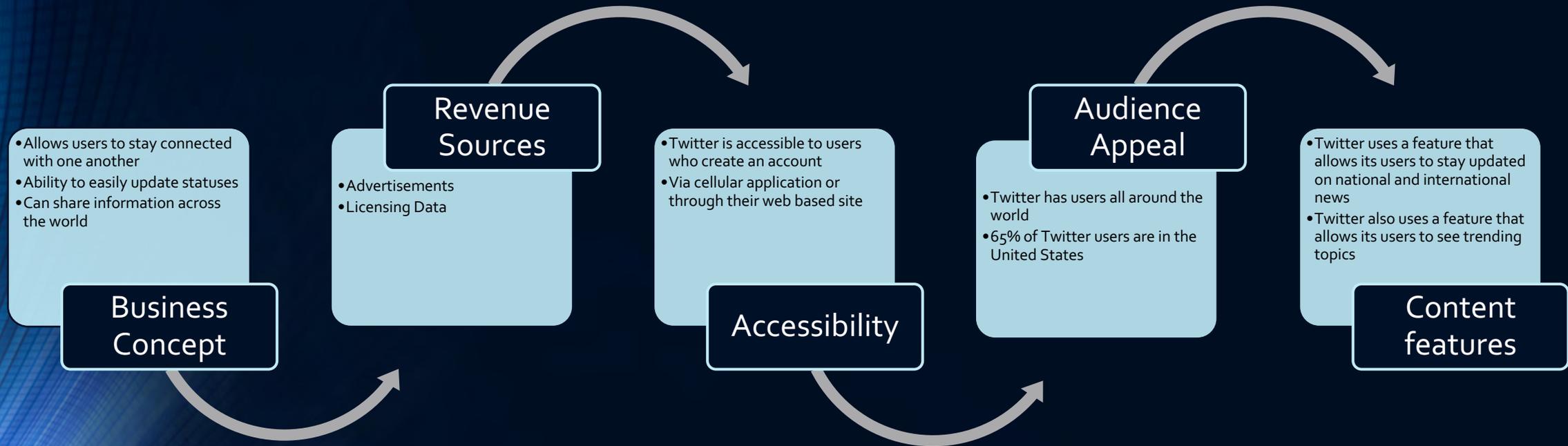
- Later, Dorsey went on to continue his education at Missouri University of Science and Technology
- He then transferred to New York University where he dropped out and moved to Oakland, California.
- He started his first business in software dispatching in 2000.

# Twitter's Conception

- While working in his software dispatch company he got the idea of combining dispatch software and instant messaging.
- He met his co-founders Noah Glass, Evan Williams, and Biz stone through a company named Odeo where Dorsey pitched the idea to create a site allowing its users to easily update their status about what was happening right then (micro blogging, tweeting).
- In 2006 Dorsey and his team launched Twitter and naming Dorsey CEO for the first time until 2008.
- In the meantime in 2010 Dorsey became a founder and CEO of e-credit card company Square.
- Dorsey was released from his position of CEO of Twitter in 2008 , but remained on the board of directors. He was named CEO again in 2015.
- Today Twitter has over 330 million monthly users.

# Business Model

Dorsey's main focus for Twitter is to expand its users by continue to add new features such as pictures, videos, news, tweet promotion etc.



# Management Philosophy

- Jack Dorsey was known for his unconventional management skills.
- He wants his employees to think like leaders. He trains them to make big decisions on their own rather than waiting for someone else to make them for them.
- He also encourages his employees to recognize their weaknesses and confront them.
- During meetings with investors Dorsey lists out ways Twitter could fail, then create a counter argument about how he and his team will overcome those failures.
- He uses the theory Y management style allowing his employees to work creatively on their own. He wants his employees to take responsibility for their actions.

# Fun Facts!

- Dorsey had a stutter growing up.
- He has/had tattoos and body piercing.
- He enjoys yoga and fashion.
- Dorsey's net worth is 4 billion dollars.
- Dorsey and Co-founder Noah Glass often argue who really had the idea of Twitter first!