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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...

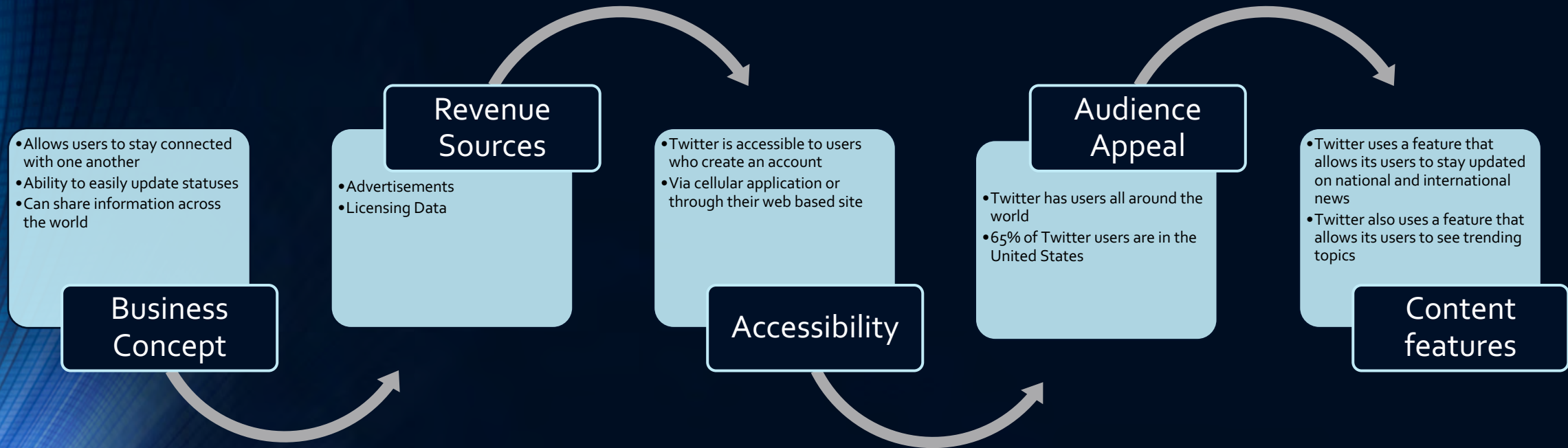
- Later, Dorsey went on to continue his education at Missouri University of Science and Technology
- He then transferred to New York University where he dropped out and moved to Oakland, California.
- He started his first business in software dispatching in 2000.

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!