Facebook: Mark Zuckerberg

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Mark Zuckerberg

CO-FOUNDER OF FACEBOOK, AND CURRENTLY OPERATES AS ITS CHAIRMAN AND CEO
Background of Facebook

- Facebook is an American online social media and social networking service company, it works all around the world.
- Users can post comments, share photographs and links to news or other interesting content on the Web, they can even play games, chat live, and stream live video.
- Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person.
Personal Life

- Born on May 14, 1984 in White Plains, New York, into a well-educated, well-off family raised by both his parents.
- He was interested in computers at the young age of 12 and created a messaging program called the Zucknet.
- Took graduate college courses at Mercy college at age 12.
- Went to high school at Philips Exeter Academy which is a preparatory school in New Hampshire. Received a diploma in classic literature, and created an early version of the music software known as Pandora (he called it Synapse).
Leadership

- In terms of their hiring process Facebook has a certain Culture that they want to keep and that’s hiring those who not only think outside the box but like to take risks.

- Once they are in, they take part in intensive training that teaches them the "hacker way" of fast, creative coding that Zuckerberg prizes.

- He also allows his employees to work on projects that they are interested in and develop their projects and take risks instead of just assigning them jobs they won't like.

- Mark Zuckerberg incorporates the Y leadership style in how he wants his employees to have self-control and self-direction to get the job at task done.

- He wants his employees to think outside of the box and to challenge the status quo, he constantly repeats the phrase “Move fast and break things”
Personal Accomplishments/Leadership

- Released Facemash in 2003
- In 2004, Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz and Chris Hughes found what was then called “thefacebook”. It was the first student only social network platform.
- Time’s person of the year (2010)
- Acquired Instagram in 2012 for $1 billion
- Wins CEO of the year at annual crunchies in 2013
- Grew Facebook from having 1 million active users in 2004 to having 1.72 billion active users in 2016
- Achieved a net worth of $73.3 billion
The Social Network

- https://www.youtube.com/watch?v=VKnNUYknsuQ