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## Tagged: Greg Tseng

Erika Nanez  
*Bowling Green State University*

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# Tagged-Greg Tseng



**BY: ERIKA NANEZ**

# Who is Greg Tseng?



- He is the founder and CEO of Tagged
- Born in Taiwan on November 14, 1979
- Migrated to the US with parents at the age of two
- Lived in a suburb of Washington D.C.

# Education



- Attended Thomas Jefferson High School for Science and Technology
- Graduated from Harvard University with an A.B. in Chemistry and Physics and Mathematics
- After graduation, he attended Stanford to pursue a Ph. D in Physics

# Entrepreneurship Beginning



- 1999 launched first website called flyingchickens.com
- CrushLink
- 2001 found Jumpstart Technologies
- Hi5
- Tagged

# Tagged



- Allows people to meet and socialize through games, interests and friend suggestions
- Founded in 2004 and is now the 3<sup>rd</sup> largest social media site
- Began for teens and in 2006 opened to all ages
- 3 main features:
  - 1. being able to browse by filters and characteristics
  - 2. Meet Me: sends notification to people and asks if they are interested in meeting you
  - 3. Pets: game like feature that is based on a virtual economy

# Tagged's Biggest Controversy



- Named “World’s Most Annoying Website” from Time Magazine
- Bad reputation from how it was acquiring users
  - Emailed people with a message saying their friends had upload pictures and they were encouraged to press yes
  - Registration process was a way for Tagged to get into the users emails
- Over 2,000 complaints

# Management Philosophy and Leadership



- Tagged's mission “enable meaningful connections between people”
- He brings ideas to life through creativity and hard work
- Follows the creative process of product development
  - Idea becomes a sketch, then a design, then a prototype and then live product
- Regular work week:
  - Comes into office and immediately jumps into meetings and starts reading and responding to emails



# Important Milestones for Greg Tseng



- 1999- Launched first site, flyingchickens.com
- 2001- CEO and founder of Jumpstart
- 2004- Tagged founder and CEO
- 2007- changed business model and pivoted to social discovery
- 2009- Board of Directors at Demigo
- 2014- if(we) founder and CEO

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