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BuzzFeed: Jonah Peretti

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Jonah Peretti

Ceo & Cofounder of BuzzFeed

By: Cristina Robertson

Background

Early Life and Education

- Born on January 1, 1974
 - Raised in Oakland, California
 - Graduated from University of California
 - Studied for his graduate degree at MIT
 - Taught computer science courses at the Isidore Newman School in New Orleans
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The Scandal That Turn into a Career

- In 2001, Peretti sent an email to Nike asking if he could get “Sweatshop” printed on his sneakers
 - The email exchange was sent to millions of people
 - Peretti was asked to be on the Today Show
 - This segwayed his connection to Kevin Lerer and Arianna Huffington
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The Beginning of BuzzFeed

- In 2005, Peretti co founded the Huffington Post with Kevin Lerer and Arianna Huffington
 - During his time with Huffington Post, he created BuzzFeed
 - In 2011, when AOL bought the Huffington Post, Peretti left to work on BuzzFeed fulltime
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Management Philosophy

Explorer and Connector Mindset

- Always looking for new challenges
 - Creates a sense of belonging for staff
 - Transformational leadership qualities
 - Wants his staff to love what they do for a living
 - Motivates staff and pushes creative freedom
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“You shouldn’t be a CEO or even a startup executive or employee if you don’t like things that are hard and challenging and you don’t like trying to do things that are difficult where you have to figure out new things that don’t exist yet. That has to be part of why you do it. It has to be part of the fun. They say when there’s a bubble or lots of money flows into startups, you have a lot of people who come in because they want to make a lot of money.”

-Jonah Peretti

Business Model

- Native Advertisements
- In 2016, NBCUniversal invested \$400 million
- Currently struggling with revenue, had to lay off 15% of staff
- Today, Peretti is stressing on refocusing for BuzzFeed

Milestones

- 2001 - The Nike Email
 - 2005- co founded the Huffington Post
 - 2006 - The BuzzFeed was created
 - 2011 - The Huffington Post was sold/Peretti left for BuzzFeed fulltime
 - 2016 - BuzzFeed receives \$400 million from NBCUniversal
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