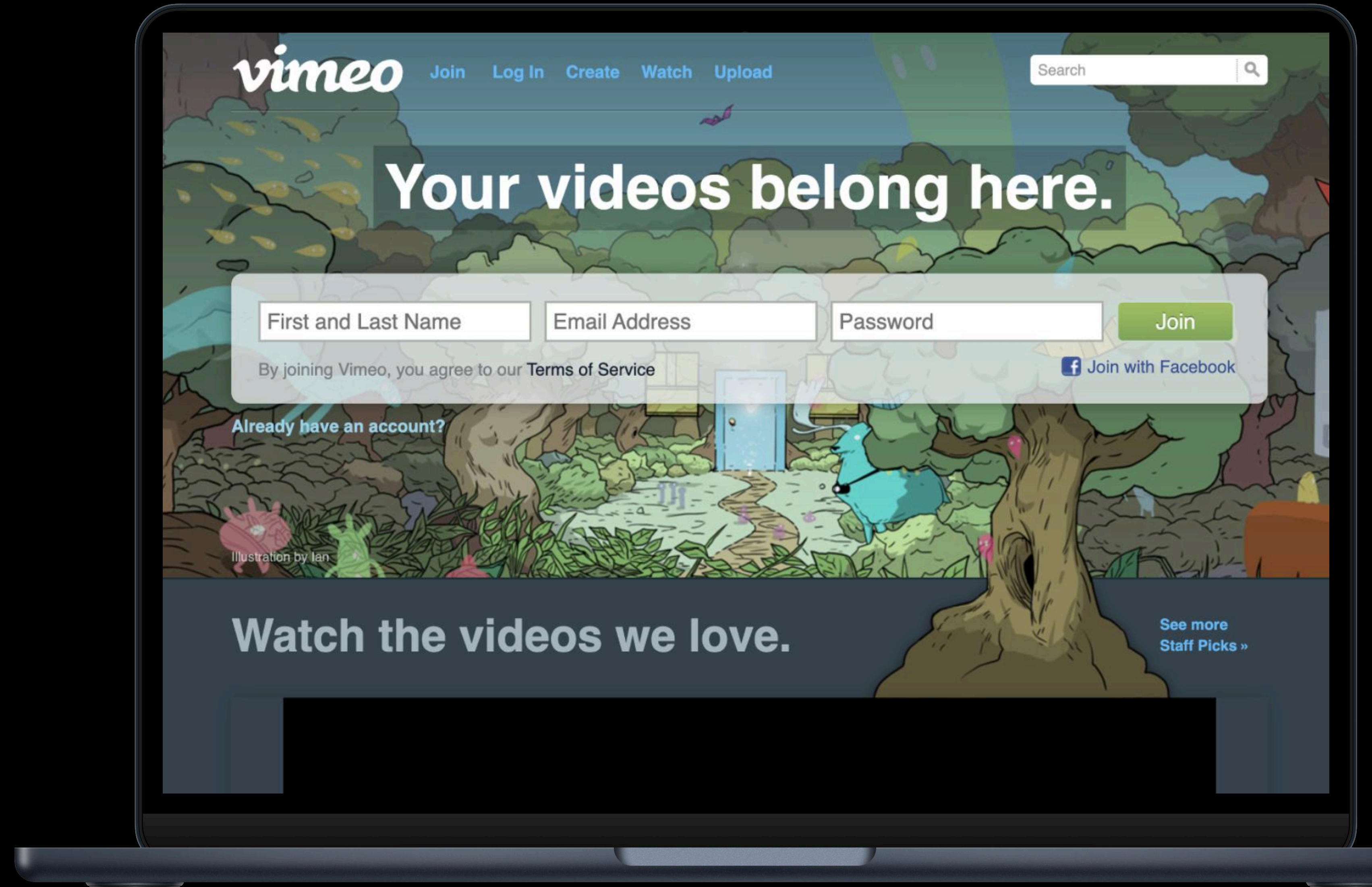


# Leading Through Change What Twelve Years at Vimeo Taught Me

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2013  
~50 people  
Community-first



Early Vimeo → Live → SaaS → IPO → Systems → AI + Reconnection

*Change didn't stop. I changed with it.*





2022

**Leadership changed  
when life did.**

**What do you hold onto  
when everything else is  
changing?**

**This isn't a playbook.  
It's perspective.**

# Principles

## Human

Design for real people

## Usable

Clear and intuitive

## Delightful

Thoughtful moments of joy

## Accountable

Own the outcome



**Leadership isn't solving  
the problem you're handed.**

**It's understanding  
the problem underneath it.**

Design Jams → Crits → Sign-off → Build → Measure → Iterate

Structure reduces urgency.

**Urgency is easy.**  
**Empathy takes intention.**

**People are not  
rows in a spreadsheet.**

Pause before responding

Translate systems into human language

Be transparent when things are unclear

Design for sustainability, not speed

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If one or two of these ideas help you  
navigate your day-to-day,  
this worked.

**Change is constant.  
What you protect is leadership.**



Thank you :)