

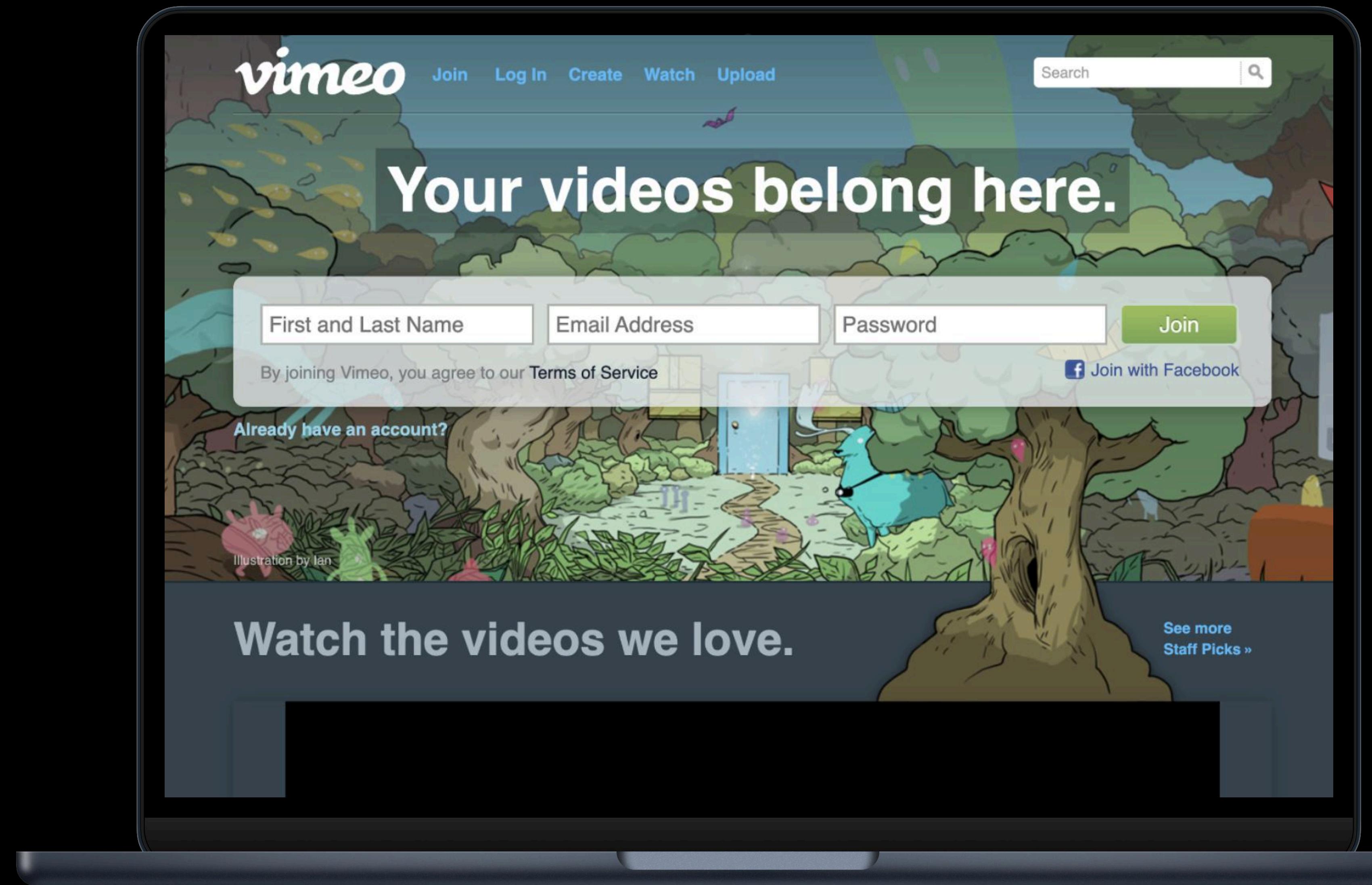
Leading Through Change

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 :)