Stanford eCorner

Engineering Principles at eBay

Stephanie Tilenius, *eBay*; Lynn Reedy, *eBay*

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Reedy talks about what the success in the engineering organization of a high growth company is. The business has two levers: the website, which is the product, and the product enhancements that eBay does as well as the marketing. The engineering group is pragmatic and focuses on value. Time to market is very important. The technology is made for the business and for the future, she says,and is flexible and continuously improves.

Transcript

So I talked a little bit about what are Meg's key principles. Being the fact that I run product and the engineering organizations, I thought it might be interesting to go through what's the success in an engineering organization at a high-growth company. So these are the principles that we have layered in under Meg's five top principles. Kind of what I want to do is just talk about the high level ones. We power the business. In engineering, we understand that the business only has two levers; the website is the product and the two levers that the business have is really the product and the product enhancements we do as well as the marketing. When you are one of the two levers, you take that job pretty seriously and so we do power the business and we'll talk a little bit about the responsibility when you're in that kind of engineering organization. The next one is we are chromatic and focused on value. Once again, time to market is extremely important. We do not design technology for the sake of technology.

We want to make sure it's flexible. We want to make sure it's built for the future but we want to make sure that we understand that what we do is enabling our business and every single thing we should do should keep that in mind. We continuously improve. We'll talk a little bit more about that but when you're when one of the major two cost factors of the company, you want to continue to get better. We'll give some examples of that. We're also part of the eBay team. For the longest period of time, we only had one product and that was the eBay platform. Now, we have two products because we have the PayPal platform. So that means that every single person is part of that same product so you can't work in a vacuum. You actually have to work across the business unit, legal, customer support, community, product development, product management because they're all designed and working on that same product.

So being part of the team and understanding how to do your piece in the larger scheme of things is extremely important. Once again, we're part of a winning team. When you work so hard and when you deliver so much, obviously you want to be able to celebrate your victories.