



## Stanford eCorner

### Recruiting a Passionate, All-Star Team

Kim Popovits, *Genomic Health*

February 08, 2006

Video URL: <http://ecorner.stanford.edu/videos/1404/Recruiting-a-Passionate-All-Star-Team>

Kim Popovits, President and Chief Operating Officer of Genomic Health, talks about how the strength of Genomic Health is its all star team, comprising of A players, who share a common passion of wanting to make a difference. Popovits believes that it is very important to share values and passion with your colleagues to make decision-making in organizations easier.



#### Transcript

I believe that you can take really great ideas nowhere if you don't get the right people to help you do it. When people ask me what do you think the strength of genomic health is, we didn't invent the technology that we're using. We are using the technology in a way that nobody else has used it but I think what we did probably better than most companies or what's really making us successful today is we took the time to go out in what I would say is really recruit an all-star team. So we went to very diverse groups in companies across our industry and brought people in that were really A players in what they did. What's nice about the organization is like an all-star team, everybody knows their position. They play it well, they cover for each other if they need to, but it's very clear what everybody brings to the table and what people focus on. I can especially say that with this executive team because if you had us all in a room together, we're all very, very different. The other point I'll make is as different as we are, the thing that I think keeps us very focused on our mission is that we share a passion to help patients with cancer. We are absolutely committed and driven by our mission at Genomic Health which is to help cancer patients and we really all feel like we want to make a difference and we know what role we're there to play. So I think the other part that's important is when you can share the values and passion with your colleagues, it sure makes making decisions easy in an organization.