



## Stanford eCorner

### Benefits of a Partnership

Katie Rodan, *Proactiv Solution*

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Video URL: <http://ecorner.stanford.edu/videos/1450/Benefits-of-a-Partnership>

Katie Rodan, co-developer of Proactiv Solution, talks about the benefits of her partnership. She says that it is great for her to have a partner with whom she can share everything and make decisions together to jointly run the business.



#### Transcript

We formed a partnership and I want to just digress for one second and say for me, it's been great having a partner because we share everything, we make these decisions together. I think it takes two wings to fly an airplane and it really is helpful especially when you look at one of Tina's points, you can do it all but not at the same time. Life gets complicated and I was married, I had kids and I had a job, I was working as a dermatologist. Now, I want to make a product. So to have somebody to share that with just made all the difference. I don't think I could have done it without her. So for me, it was a really good thing.