



Stanford eCorner

Growing the Organization

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April 19, 2006

Video URL: <http://ecorner.stanford.edu/videos/1456/Growing-the-Organization>

Rodan talks about building Proactiv Solutions, getting the right team together and working with a partner to run an organization.



Transcript

So kind of how our whole organization operated. Well, two-thirds of the organization is here; me and my husband who was my partner. My husband was only involved sort of peripherally. Actually, we've really gotten along really well. It's really amazing and I think people are always astounded because there are always partnership issues. We're there. We're doing something together. We both benefit so we kind of leave our egos at the door. So not really any problems there. I mean little disagreements or things but we pretty much agree on most things.

As far as building our organization, we never had to because what we did is we did all the development. We created it. We came up with this whole plan, as big as it is, and then we licensed it. So Guthy-Renker is now the big organization and they've really grown in response to Proactiv as their big product. So they've obviously hired on a lot of people to work at in international, people to help in product development and manufacturing and all those so they've just kind of grown as the needs have grown. The only people we ever hired were people that were outside consultants like the guy who named the product. I think that's a really good point, an opportunity to make a point because it is all about the team and it's really hard to do this on you own. I know that Cathy and I could not have done it without all this amazing help that we got from business people who were far more experienced and listening to what their advice was.