



Stanford eCorner

The Challenge of Constant Rebuilding

Jensen Huang, *NVIDIA*

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Every successful thing about a technology company has to eventually be torn down and rebuilt, says Jensen Huang, CEO of NVIDIA, and this is one of the most gut-wrenching challenges behind effective leadership. This task is both gratifying and destructive, but an axiomatic demand of the marketplace in this sector.



Transcript

The biggest challenge with building a company is the reinvention of the company. Every successful thing needs to be torn down at some point and be rebuilt. It is unfortunate but true. And the reason for that is because the technology either gets good enough, and therefore you have to reinvent. And sometimes the invention process is disruptive, sometimes it's in fact destructive and it could destroy what you have built in the past. And so the reinvention process is very challenging, its gut wrenching, takes a lot of courage and it really tests your conviction. In the technology industry, reinventing the company every 10 years is almost a necessary thing. And so when I say challenging, I don't mean bad challenging, I think it's fun challenging. I love the process of reinvention, so that's fun challenging. What's my best forecast for a company? I think that NVIDIA has the opportunity to become one of the most important technology companies in the world and I hope that it does.

And my best forecast for me is that I am 80 years old and I'm here talking to students. And I hope I'm still the CEO.