



Stanford eCorner

Founder is Not a Role

David Friedberg, *The Climate Corporation*

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Video URL: <http://ecorner.stanford.edu/videos/2793/Founder-is-Not-a-Role>

CEO David Friedberg articulates why he doesn't see the title of founder as being a useful role for someone addressing the needs of a company in the here and now. According to Friedberg, "every day is a new challenge, and every day is a new solution to that problem."



Transcript

So, we didn't hold any sort of personal, sort of, you know, I'm stuck on this name because it's what I always wanted to build, it's my business, it's my baby, I can't let go of it, you know, like every day is a new challenge and everyday there is a new solution to that problem. And as long as you keep living every day like that you're going to progress and at some point you're going to have success in your mission, but you cannot hold on to the things in the past and I tell my VCs and so on, you know, they introduced me as sort of the founder of the company. I'm like, founder isn't really a role, it's not really a title I like, I'm the CEO of the company today and I may not necessarily be the best CEO of the company tomorrow, and a lot of founders it's for them, it's very much like they cling on to that title because it's what they're doing, but it's important to avoid it.