



Stanford eCorner

Leadership Questions for Apple

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Fortune magazine Senior Editor Adam Lashinsky describes the leadership challenge Apple now faces following the death of co-founder Steve Jobs. This is a major question facing the company, says Lashinsky, as "Today, Apple is not led by entrepreneurs." Lashinsky also outlines the backgrounds and experience of Apple's current upper management team.



Transcript

But one of the key challenges among the many that Apple will face going forward is that it's been led - it was led by one of the greatest entrepreneurs of our time, and in fact under occupation on Steve Jobs's death certificate his family listed entrepreneur. And it's a company that's behaved entrepreneurially, almost astoundingly given its size. Today, the company is not led by entrepreneurs. Tim Cook in the upper left here bled IBM blue for the first ten plus years of his career. Scott Forstall, the head of software, mobile software for Apple and a graduate of your fine university has worked for two companies in his entire career and they both were started by Steve Jobs, Next, and Apple. Jony Ive who is world renowned as a designer of beautiful products only briefly ran his own company, it was called tangerine. It was a design consultancy in London, and I am waiting by the way for somebody besides me to pick up on the fact that the two companies he has worked for have had fruits for names. Thank you because that was completely irrelevant. But he gave an interview once where he said he didn't care for the business aspect of running his own firm. He really likes designing things, and bully for him that's exactly what he has done for the last 15 plus years at Apple but that's very different from being an entrepreneur.