



## Stanford eCorner

### Finding That Sweet Spot

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Video URL: <http://ecorner.stanford.edu/videos/3638/Finding-That-Sweet-Spot>

Popsugar Founder Lisa Sugar, in conversation with Stanford lecturer Emily Ma, explains how she admires Disney for its ability to inspire and entertain customers, while also being a profitable enterprise. Sugar also talks about the effort to maintain a workplace culture that is both family friendly and hardworking – values imprinted by Popsugar's husband-and-wife founders.



#### Transcript

Tell me a company that you really admire. I love Disney. Disney is one of those companies-- I just think going back to our mantra even of powering your happy, there's a lot of overlap there. And I think what they do, whether it's the experience of actually being in the park or them creating content, to merchandise, they figured out lots of ways to make money and stay true to their vision and their mantra and their values, and I think that that's a company that I look at that does a great job. I love what you had to say about work hard and play nice. How does that get implemented day to day? Like, you're the founder. You're the president. You're the head of this company. You and Brian have run it. And how do you make sure that that is lived out? I mean, we're in it.

We're in it with everyone. We sit with everyone-- Brian's favorite thing, I would like to think it's a nice family vacation, but it's really like a hackathon. I mean, if you sent him away to just go and code, he's the happiest man. So really just being in it with everyone. And as we grow, we're 450 people now. Really, it's still trying really hard to have a company culture that feels like a family. When Mike walked through the door 10 years ago, our daughter Katie was born, like the first day. She came two weeks early, which was really the first day of training at our house with our founders. And I went into labor. And she came to the office with us for the first three years, and so that whole family culture that we have, and the fact that Brian and I are there together every day.

We really try to have that feeling go through. But at the same time, we are obsessed with this job and this company that we're building. So we're always on and working really hard, and we expect the same from our team, and finding people who are really passionate to join the team and be a part of it and help us grow.