



Stanford eCorner

Early Insights Through Corporate Work

Jonah Greenberger, *Bright, Inc.*

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Video URL: <http://ecorner.stanford.edu/videos/4676/Early-Insights-Through-Corporate-Work>

Bright Co-Founder Jonah Greenberger explains how taking a job at a large corporation before launching his solar-energy startup provided valuable industry experience and insights into how initiatives are executed at scale. Before Bright, he directed Chevron Energy Solutions, and appeared as part of a panel moderated by Tina Seelig, professor of the practice in Stanford University's Department of Management Science & Engineering.



Transcript

- I believe, Jonah, you had a passion for doing something meaningful in the solar space, but you made a really different decision about how to go about it first. - Yeah, so, you kind of led me into this. So, energy is an interesting field, you need some industry experience. It's a very global industry with a lot of regulations. So, when I was graduating, I did the Mayfield Fellows Program, and then I decided to go to the largest company I could to learn about business. And, I had studied mechanical engineering. So, I went to Chevron, which was doing some interesting stuff in cleantech, and I went there to learn the processes that make a company tick at scale, and what regulations work, and what makes a company successful in the energy industry. And, I was there for longer than I thought, I was there for about five years, but I learned a ton, and then, started Bright right after that. One of the reasons, actually, was, this is kind of a morbid quote, but I think on people's deathbed, the number one thing they regret is not taking a risk. So, I read that once and it kind of haunted me.

And I was at Chevron, and it was haunting me. And, once I felt like I'd been there, and I started to get enough courage, I just decided I didn't wanna be that person on my deathbed that had not taken a risk, and did what I wanted to do. So, that's kind of how this all started.