



Stanford eCorner

Driving Growth + Authenticity

Di-Ann Eisnor, *Waze*

March 08, 2017

Video URL: <http://ecorner.stanford.edu/podcasts/4866/Driving-Growth-Authenticity>

Di-Ann Eisnor, director of growth for Waze, explores whether authenticity can be preserved when a well-meaning startup scales to a workforce of hundreds and a user community of about a billion. Eisnor describes how the crowdsourced navigation and real-time traffic application has moved on from virtual cupcakes to encouraging carpooling in its quest to eliminate traffic congestion around the world.



Transcript