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What would have been a great piece of advice to have been given early on in your career?

Two things. First, do what matters to you, do something that has impact. Because if you love what you do then, like they say, you never work a day in your life. On a strategic level, learn another language and go abroad as often as you can and take those opportunities...

What are some of the toughest parts about your job?

Prioritization. There are a lot of incoming things that we need to respond to on top of the goals we set for ourselves. Slowing down is sometimes hard because there's so much work to do and we have a lot of ambition... We're always working on what can we do to better scale our efforts, what can we do to better reach every person on the planet.

Many people relax through technology. But how do you relax?

...It's spending time with my kids on the evenings and the weekends. I love to travel. I get energized by traveling and seeing so much of the world.

How do you define what it takes to be a successful leader?

There really are a couple of things you need to do. The first is to hire well and hire people to fill in blind spots... The second thing is to always be honest... And another is just to care—we work really hard at Twitter and we work hard because we care... The last thing is just having a good sense of humor.

When you travel for work, do you get to take your family with you on some of your adventures?

I do. When I moved to Paris obviously I brought my family with me. They were part of this once in a lifetime amazing adventure to be able to live in Paris and the kids went to a French school and were able to learn French... Whenever I can, I try to take them on a business trip and I try to do that on a one-on one. Almost two years ago I was able to take my youngest daughter Kiki with me to Japan because she was really interested in Japan. I had my sister-in-law with me so she could watch Kiki during the day while I had meetings and then we spent the weekend in Kyoto which was a really great experience

What's a typical day for you?

My day starts with taking Taco puppy out of his crate and taking him for a walk... I'm checking through emails and seeing what happened overnight while I was asleep and

what are the most urgent things going through my calendar, what are the things I need to tackle for the day...While I'm going to work, I will either do a conference call...or I'll try to listen to a book on my Audible app. The day is pretty packed from the second I get in to the end of the day. On the way home, I'll try to do a call...I'm coming home ready for dinner with the kids, things with the kids and then go back to work online until I pass out sometime in the late evening.

What do top technology companies look for in an employee?

I think that at least for me I look at people who have hustle, who have a relentless determination to win and have a really strong work ethic. I look at people who are adaptable—especially in technology, things change very often and there's a lot of experimentation and innovation...we need integrity and honesty.

How do you create balance between your job and making time for family?

It's the hardest thing. Anything about a work life balance, I don't know if that really exists. It's hard to really balance those things, you just have to do those things. On the day-to-day level, first, I just try to be present. So when I'm with my kids, that I'm present for them and I'm listening carefully...I try to be present at as many of their athletic things as I can but when I'm at work I need to be present there, too, and just focus on the most important things I need to accomplish during the day. I try to focus on the big things that matter...

Is there anything that even people at work don't know about you that they'd find interesting in terms of a hobby or interest you have?

I wanted to be a pilot and I did Air Force ROTC. I only lasted about a quarter.

What do you think of technology from a parenting standpoint, finding that balance between not cutting off technology to children but also protecting them?

For me, I grew up without any of this and I look at my kids who are digital natives and they don't know anything but this, anything but having a phone. They never had to really deal with things such as privacy—everything you publish is really permanent and could show up on the page of the *New York Times*. Understanding that at an early age is a real challenge. For my kids, having grown up with it and seeing how I use Twitter and they've all joined Twitter and they're really good at it...They're learning by practicing and learning by what they see and learning from myself and how I deal with it. It's an evolving utility and an evolving philosophy of how we teach our kids. I'm an optimist and my kids are optimists, too, and we see more opportunity to do good in the world, specially using technology and using Twitter and having fun with it as well. It's enabled them to stay connected with friends and family from afar...

Since you've done so much traveling, what was the most interesting place you visited?

Interesting place I visited recently is probably Riyadh, Saudi Arabia and I had to wear a burqa. It was so different from any place I'd ever been and I went there to speak on a panel about women using Twitter. And it was such a great honor in meeting so many amazing and fearless women...

How does your family help in trying to make this all work?

I'm very lucky that I have a husband who's supportive and the kids are really clear about their chores. Everyone has a night to set the table and we make sure to have family dinner. And then we try to get as much done that we can individually, things like homework or walking Taco...when I do get home, it's real family time and it's the quality of that time that matters.