

TAKING THE LEAP

LEAVING YOUR COMFORT ZONE FOR NEW OPPORTUNITIES

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EVANGELIST AT CLARIFAI

A woman with long brown hair, wearing a blue t-shirt, is holding a spiral notebook and a pen. She is looking directly at the camera with a neutral expression. The background is a solid dark blue. Overlaid on the image in large, bold, white capital letters is the word "FLASHBACK". The text is centered horizontally and partially obscures the woman's face and torso. The t-shirt she is wearing has the word "venmo" printed on it in white lowercase letters.

FLASHBACK



'COMFORT CAN BE A DANGEROUS THING. YOU STICK AROUND ALL THE TIME WHERE IT'S SAFE AND NOTHING EVER CHANGES, AND BEFORE YOU KNOW IT, YOU GET SET IN YOUR WAYS AND YOU QUIT LEARNING. YOU QUIT CHANGING. YOU DON'T GROW ANYMORE.'

– FRANK E. PERETTI

**I DIDN'T REALIZE THIS
WAS MY SITUATION.**

THEN, IN COMES

clarifai

| <u>Venmo</u> | | <u>Clarifai</u> | | Questions I Have | In An Ideal World | |
|--|--|--|--|---|--|---|
| Pros | Cons | Pros | Cons | | | |
| I built this developer evangelist program, I know what to expect and how to continue to make it successful. | Has my growth here plateaued? | First female engineer, first front end dev, first developer evangelist. | Very small (not necessarily a con, just something to consider). | Can Venmo provide me the personal growth and opportunity that Clarifai can? | Leadership. Not just something like, "be a leader even when nobody is looking," because I do that already. I mean leading a team, an initiative, a project, something that can help the company (and myself) grow. | A fun culture. A company that doesn't hesitate to do something fun if it means that the employees will be motivated by it. Even if that means candy. Or games. Or outings. Or just board games in the office. |
| I'm working on a cool project, doing front end. | My position here is pretty set in stone, I know my place (not necessarily a con, just something to consider). | Equity. | It's a risk (we don't know if they're going to be successful, we don't know what the whole team culture is like day-to-day). | Should salary matter more to me than it does? | A title. Yes, titles don't really matter, but this is an ideal world, and it'd be cool to be "Lead" something or "Head of" something. Whether than be Developer Relations, Web, etc. | Opportunities for growth. A company that can provide learning experiences both on and off the job, like community outreach initiatives, education budgets, and mentorship opportunities. |
| The web team is awesome. | Venmo is U.S. only (not necessarily a con, just something I have to deal with pretty regularly). | Working with Cami (should she go to them). | Longer commute (only like 3 train stops, but still). | Which company can I help the most in terms of growth and presence? | Diversity. Working in a company that has a wide variety of people from different backgrounds, who bring as many perspectives to the table as possible. | Recruiting. A company that hires for potential. |
| The Scope team is awesome. | Matt Hamilton is taking over more API things, which is leading to a lot of unknowns about the API, who will be working on it, what I'll be presenting, and how I'll be working with him. | Re-buliding a developer evangelism program with a new API and a good budget. | It's a startup => lots of hours, lots of responsibility, lots of establishing oneself (not necessarily a con, just something to consider). | How can I be a leader (and either company)? | | |
| I've been given a lot of responsibilities, from developing, to dev evangelism, to recruiting, to managing an intern. | Really, really healthy (not necessarily a con... but these are MY pros and cons darn it). | Getting to define the culture of a startup early-on. | I don't know what kind of code I'm dealing with (front end was built by backend engineers). | What do I want? | | |
| I'm treated fairly and with respect. | | Working with really cool, new tech. | Lots of unknowns. | | | |
| The culture is great and getting | | Opportunity to lead could come | Company isn't very well known yet, so that'd kind of be placed on mine (and Cami's) shoulders (not necessarily a con, just something | | | |



WHEN SHOULD YOU TAKE A LEAP?

- > ARE YOU THE SMARTEST PERSON IN THE ROOM?
 - > ARE YOU COMFORTABLE?
- > DOES YOUR COMPANY APPRECIATE YOUR WORK?
 - > WHAT IS HOLDING YOU BACK?

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