**Software Engineering CS3012**

**Biography of an Influential Software Engineer**

**Jack Dorsey**

**Early Life**

Jack Dorsey was born on the 19th of November, 1976 in St. Louis, Missouri. Dorsey went to Bishop DuBuorg High School before later attending the Missouri University of Science and Technology. Shortly after arriving in Missouri University, Dorsey transferred to New York University before dropping out prior to graduating. By age 14, Dorsey had developed an interest in dispatch routing and he wrote a program for dispatching taxis and firefighting services. He created open source software in the area of dispatch logistics, some of which is still used by many taxi companies today.

**Early Career**

Jack Dorsey started working as a programmer in Oakland, California in 2000. He started a company to dispatch couriers, taxis and emergency services from the internet using dispatch software. He also had other projects and ideas at the time which included networks of medical devices and a “frictionless service market”. During this time he also started getting serious about his idea for a short message communication service, where he could update friends about his status in real life time. Meanwhile and over the next few years, Dorsey and his business struggled. Odeo, a company in Silicon Valley, were a directory and search destination website, they were also showing an interest in text messaging. Dorsey approached this company with his short message communication concept. Biz Stone, a former Odeo executive said "He came to us with this idea: 'What if you could share your status with all your friends really easily, so they know what you're doing?'”. The owners of Odeo showed interest in Dorsey’s idea and Stone, Dorsey and Evan Williams, another co-founder of Odeo, set up Obvious which later became known as twitter. Within two weeks Dorsey created a simple site where users could instantly post short messages of 140 characters or less called “tweets”.

**Twitters Early Days**

The idea of twitter began in March of 2006, and by June 2006 it was a functioning company with Jack Dorsey as CEO, however in 2008 Evan Williams took over as CEO with Dorsey becoming chairman of the board. Jack Dorsey is the creator of the first message ever sent on twitter and it read, "just setting up my twttr". The original name for the website was supposed to be Twttr, however 6 months after the launch the crew purchased the domain twitter.com and changed the name of the service to Twitter. Jack Dorsey has previously explained the origin of the title saying, “we came across the word 'twitter', and it was just perfect. The definition was 'a short burst of inconsequential information,' and 'chirps from birds'. And that's exactly what the product was”. The tipping point for Twitters popularity was at the South by Southwest Interactive conference in 2007. During the event, Twitter usage improved from 20,000 to 60,000 tweets a day. Company experienced massive initial growth after this. It had 400,000 tweets posted per quarter in 2007 which grew to 100 million per quarter in 2008. By 2010, Twitter users were sending 50 million tweets per day.

**Twitter Success Today**

As of 2017, Twitter has 328 million users who send a staggering 500 million tweets every day. Twitter is being used by news outlets, famous sports people and people of power such as the Pope and President Donald Trump. Twitters revenue has risen to $616 million as of Q3 of 2016, with advertising revenue totalling $545 million. Today, Twitter is valued at $16 billion, which has seen Jack Dorsey’s net worth rise to over $2.7 billion.

**Other Business Ventures**

In May 2010, Dorsey along with Jim McKelvey, developed small business platform to accept debit and credit card payments on a mobile device called Square. Square works by allowing users to plug a small square shaped device into their IOS or Android device via the headphone jack, and a mini card reader allows the user to transfer to the recipient. The company has grown from having 10 employees in 2009, to 1000 today. The Product serves North America, Australia Japan and the UK and the company is now worth $6 billion.

Dorsey was announced as a new member of the board of directors of [The Walt Disney Company](https://en.wikipedia.org/wiki/The_Walt_Disney_Company) on December 24, 2013. The press release referred to Dorsey as a "talented entrepreneur" and explained that his experience is aligned with the corporation's "strategic priorities”. He is also a board member of the [Berggruen Institute](https://en.wikipedia.org/wiki/Berggruen_Institute)'s Governance Centre.

**Awards & Achievements**

Jack Dorsey was included in the MIT Technology Review as one of the top 35 innovators in the world under the age of 35 in 2008. He was also awarded the “Innovator of the Year Award” for technology by the Wall Street Journal in 2012.

**Bibliography**

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