

Biography of a key Software Engineer: Joshua Stafford (15321179)

Mark Zuckerberg

Mark Elliot Zuckerberg was born on the 14th May 1984 and raised in the state of New York along with his three sisters; Randi, Donna and Arielle. The four siblings lived with their Mother Karen and Father Edward next door to Edwards Family Dental Practice.

Zuckerberg had everything going for him from an early age where he began an interest in programming and was taught BASIC by his father. He quickly began developing programs one of which being ZuckNet. A messaging application in which he had installed on his household computer and his father's dental practice computer in which his receptionist could inform Edward of a new customer arrival at the practice.

This wasn't Marks only application he developed before college. He also developed a smart playlist generator for MP3 files which would generate playlists of songs that a user would like due to their past interest in certain songs. Microsoft and other Tech firms became interested in Synapse Media, but Zuckerberg was reluctant to give up his application and ridded them and the possibility of a job at a company like Microsoft.

Programming wasn't Zuckerberg's only talent, he showed a keen interest in sport during his time as the Academy of Phillips Exeter in New Hampshire where he graduated with a degree in classics and as captain of the college fencing team.

Mark soon enrolled in Harvard University, an Ivy league college and one of the most sought-after degrees in the world as a Psychology student. It was here in Harvard that Zuckerberg's programming and coding expertise shun through. He developed many college related programs such as FaceMash and CourseMatch to help students

decide their course subjects. FaceMash received some heavy criticism and even disciplinary action from Harvard as he had penetrated the Ivy League College's database of students and had pitted two random photos of female students in the college against each other for people to decide 'who's hotter'.

Zuckerberg then put his mind to more creative and legal programs and sites as he began work with twins Tyler and Cameron Winklevoss as well as Divya Narendra on a site called Harvard Connection. Harvard Connection (later called ConnectU) was sought to be used as a social networking platform to be used by students within the college to communicate and as well as an early form of dating site.

Zuckerberg soon bailed on the Winklevoss twins and Narendra to work on his own social networking site called TheFacebook with friends Eduardo Saverin, Chris Hughes and Dustin Moskovitz. This landed Zuckerberg in hot water with the developers of Harvard Connection as they filed lawsuit after lawsuit against him after allegedly stealing the idea of the social network from them resulting in a 65 million dollar settlement between the two groups.

Zuckerberg launched TheFacebook.com on February 24th 2004 originally just for students with a Harvard email address and later to any American based student with a .edu email address. From February until June, Mark and his friends ran the Social Network from a dorm room in Harvard until in June 2004 he dropped out of Harvard to pursue his dream and devote all of his time and attention to Facebook moving it to Palo Alto, California. Ten months after Facebook had started it had already grown to amass an audience of 1 million users.

The four friends soon realised that in order to let the network grow more than it already had they needed to allow anyone to create a profile not just students. They accepted an offer of 12.7 million

dollars from Accel Partners and one year on by the end of 2005 Facebook already had 5.5 million users.

Writer, Ben Mezrich began writing a book named 'The accidental Billionaires' about Zuckerberg and his friends in 2009 and later sold the rights to a screenwriter and hence from this deal came about the movie 'The Social Network'. Claimed as to be wildly inaccurate by Zuckerberg apart from the clothes he wore which they got down to a Tee...

Mark Zuckerberg continually from this point onwards featured heavily on the Forbes top 100 list and even won awards such as Times Magazines 2010 Person of the Year.

To this day, Facebook revenue comes 85% from Ad Revenue from various companies, institutions and Sites looking for a wide audience and cheap marketing advertisements. Last year in Ad Revenue alone the company earned a whopping 26.8 billion Dollars compared to the mild 17 billion Dollars in 2015. Mark soon saw an opportunity through WhatsApp and Instagram to exponentially grow his business and wealth after acquiring both apps for 19 billion dollars and 1 billion dollars respectively.

Even with all of this money Zuckerberg never lost touch with reality, having kept more privacy than most of the other wealthy young professionals his age he has donated almost everything non necessary for him and his family including 100 million to Newark's public schools system. Giving 50% of his wealth to charity after signing the 'Giving Pledge' initiative that others such as Bill Gates and Warren Buffet have done before him.

Zuckerberg and his now wife Priscilla Chan married in 2012 having stood by him in Harvard before he had invented the Social Networking giant. They have since had a daughter named Max and are currently as of March 2017 expecting their second child.

Mark Zuckerberg has become a household name and one that many of this generation's youth aspire to become and in my opinion he has led the way for Software Developers and paved a path for young programmers to follow suit, further increasing the vast popularity and growth the Computer Science sector has achieved over the past number of years, escalating the need and want of programmers and developers to develop the next generation of applications, programs and further develop the existing ones such as Facebook.