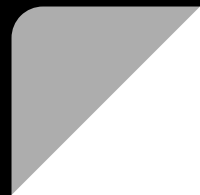


> whoami

BOBBY GAZA. DORK.



MY CORE TEAM



Parent 1

Me (old)



Parent 2

April



Child 1

Amelie 16



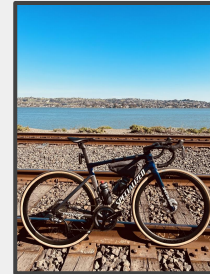
Child 2

Margaux 14



Kendrick: the baby

Pug/Pit/Staff



Where's Dad?

Bike.



OG TEAM

MY DAD WORKED ON THE FIRST SPACE SHUTTLE!



***I LOVE TO BRAG ABOUT MY DAD**

this.noment



UnitedMasters



pandora®

I AM PRIVILEGED TO HAVE WORKED AT
SOME GREAT COMPANIES



SOUNDCLOUD



BUT GROWING UP...



SOFTWARE ENGINEERING WAS NOT FOR ME.



GROWING UP...

ART+
SKATEBOARDING+
HIPHOP
PRE-TECH.
STILL 100% NERD.



EVERYTHING I NEEDED TO
KNOW ABOUT **TECHNOLOGY**
I LEARNED FROM **SKATEBOARDING.**

RULE #4080

YOU CAN'T BE SUCCESSFUL

IF YOU DON'T TAKE RISKS



DARE TO BE THE FIRST

One of the first handrails by Natas, how did he even think to try this??



PROGRESS

BUT TO GET TO THIS...



FALLS WILL HAPPEN

THRASHER
Magazine

MORE THAN ONCE





GOOD THINGS

HAPPEN IF YOU **GET
UP.**

TRY AGAIN.

BETTER THAN LAST TIME.

PROGRESS.



BETTER THAN YESTERDAY == AMAZING

A REAL WORLD EXAMPLE



2021

THE SAME CORE. BETTER EACH TIME.
Slack was acquired by Salesforce for 27B

HOW I THINK ABOUT PRODUCT DEVELOPMENT

(ENGINEERING. PRODUCT. DESIGN.)

“Organizations, who design systems, are constrained to produce designs which are copies of the communication structures of these organizations”

- Melvin Conway, Conway's Law

OMG WTF DOES THAT EVEN MEAN?

**HOW WELL WE COMMUNICATE AS A TEAM(S)
SHOWS UP IN THE SOFTWARE WE BUILD.**

OUR CUSTOMER COMES FIRST.

[YES. DUH YOU SAY.]

COMMUNICATING.

EXPLICIT > IMPLICIT

OVER COMMUNICATION > UNDER COMMUNICATION

PROBLEMS == OPPORTUNITIES

WORKING.

FOCUS == PRECIOUS RESOURCE

“I DON’T KNOW” IS A POWERFUL AND OK STATEMENT

BUILDING.

**UNDERSTAND WHEN WE BUILD/BUY ON CREDIT
SHIP QUICKLY, BUT WITH SUSTAINABILITY IN MIND
FIX PROBLEMS EVEN WHEN THEY ARE NOT YOURS
SIMPLE == BETTER**

COLLABORATING.

CONFIDENCE, BUT TRY TO PROVE YOURSELF WRONG

EVERYONE CAN BE A MENTOR

ANYONE ON THE TEAM SHOULD BE ABLE TO ANSWER “WHY”

HOW WE DO.

HUSTLE. BUT DON'T BE AN ASSHOLE.



stakes
is high

THANKS!