



Stanford eCorner

Acquisitions: Lessons from All Sides

Jeff Seibert, *Twitter*

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Video URL: <http://ecorner.stanford.edu/podcasts/3555/Acquisitions-Lessons-from-All-Sides>

Jeff Seibert, senior director of consumer product at Twitter, describes what went well and what didn't during the acquisition of his earlier startups by big-name technology companies, stressing the importance of culture fit, maintaining your team's trust throughout, and continued investment in growth after being acquired. Seibert also explains how an acquisition isn't always the best exit strategy for a promising startup.



Transcript