



Patty McCord served as CTO of Netflix for fourteen years and helped create the Netflix Culture Deck. Since it was first posted on the web, the Culture Deck has been viewed more than 15 million times, and Sheryl Sandberg has said that it “may be the most important document ever to come out of Silicon Valley.” Patty participated in IPOs at Netflix and, before that, Pure Atria Software. A veteran of Sun Microsystems, Borland, and Seagate Technologies, she has also worked with small start-ups. Her background includes staffing, diversity, communications, and international human resources positions. Currently, Patty coaches and advises a small group of companies and entrepreneurs on culture and leadership. She also speaks to groups and teams around the world. When it comes to recruiting, motivating, and creating great teams, Patty McCord says most companies have it all wrong. In her new book, *Powerful: Building a Culture of Freedom and Responsibility* (released January 2018), she shares what she learned at Netflix and elsewhere in Silicon Valley.

Testimonials

“ I've known Patty for over 12 years while she worked as she lead HR for Netflix. I find Patty's insight into HR issues and her acumen for understanding the business to be outstanding. I see her as a thought leader in executive leadership and always think of her as doing leading edge HR work. ”

- Colleague.

“ One of the most important ingredients in the success of any company is it's culture - and woe be to they who think a company culture develops of it's own accord. With that in mind, Patty is the most talented architects of company culture I've ever encountered. Her skills run the entire continuum from how to recruit and hire the very best people, how to ensure they fit, how to coach individuals to be better managers, and how to manage the hundreds of small touches that definitively shape what it feels like to work at a company. I would fight like a cornered dog to get Patty involved with any company that I was involved with. ”

- Netflix Co-Founder.

Patty McCord

Speech Topics

- Leadership
- Innovation
- Human Resources
- Diversity
- Corporate Culture
- Communications

