

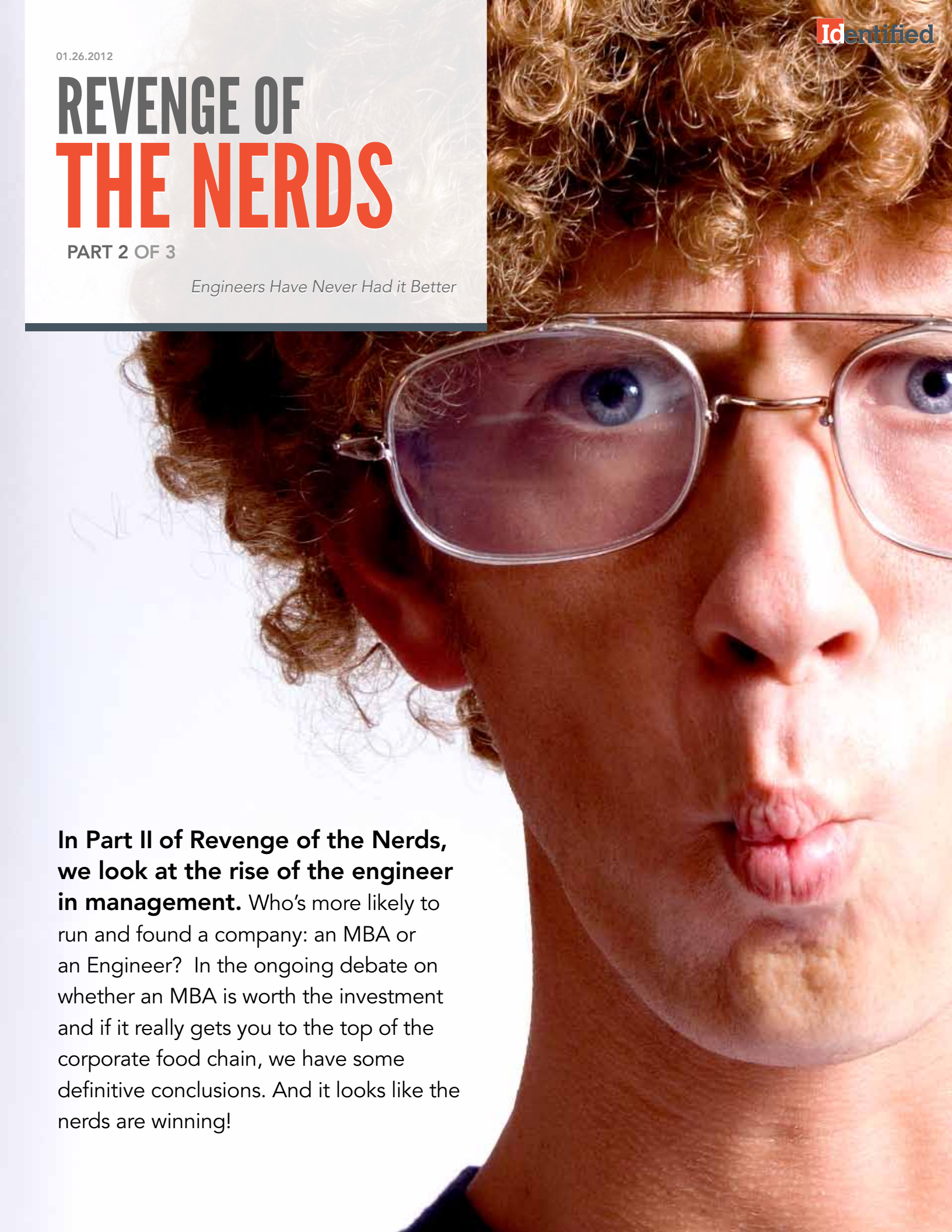
01.26.2012

REVENGE OF THE NERDS

PART 2 OF 3

Engineers Have Never Had it Better

Identified



In Part II of Revenge of the Nerds, we look at the rise of the engineer in management. Who's more likely to run and found a company: an MBA or an Engineer? In the ongoing debate on whether an MBA is worth the investment and if it really gets you to the top of the corporate food chain, we have some definitive conclusions. And it looks like the nerds are winning!

WHO IS IDENTIFIED?

Identified is the largest database of professional information on Facebook. Our database includes over 50 million Facebook users and over 1.2 billion datapoints on professionals' work history, education and demographic data. We've assembled a world class team of 15 engineers and data scientists to analyze this vast database and identify interesting trends, patterns and correlations — all to empower people to make the best professional decisions possible.

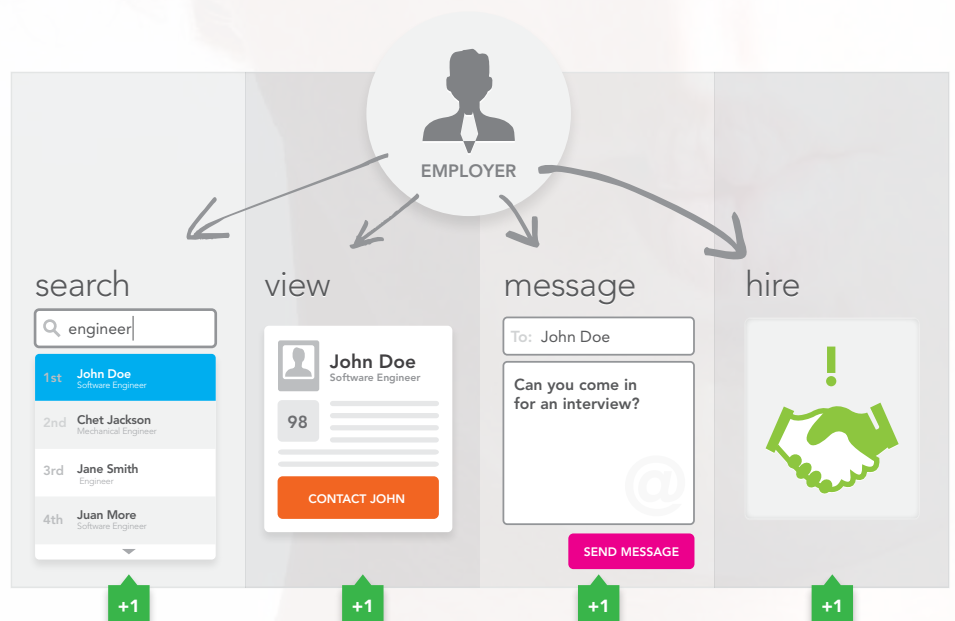
The idea behind Identified is to make the labor market more transparent by opening a channel of communication between companies and professionals that has never previously existed. Users can understand how in-demand they are to employers in real-time through their score. They can also view demographic information on companies and their employees that cannot be found anywhere else. Employers use Identified to more easily access the talent that best fits with their needs.

WHAT IS THE IDENTIFIED SCORE?

Our team pioneered the creation of the Identified Score, the first standardized metric to tell professionals how in-demand their professional background is to companies right now on a scale of 1 – 100. Identified tracks the recruiting behaviors of over 10,000 companies, monitoring who they are searching for, who they are in contact with and who they hire. Based on who these companies search for, view, contact and hire, our dynamic algorithms assign each professional an Identified Score, recalculated five times daily to ensure the most precise measurement. The Identified Score has rapidly been adopted as the new standard of professional relevance by HR departments, recruiting and staffing firms, and professionals alike. 2.5 million professionals have visited Identified, and 15 million Identified Scores have been viewed.

Methodology: From 36 million professional profiles, we isolated founders and CEOs and examined which ones had engineering degrees versus MBAs. We also looked the ages of the CEOs since 2008 and examined the data for trends. Then we analyzed ID scores of all types of engineers to discern where top-ranked individuals worked and studied.

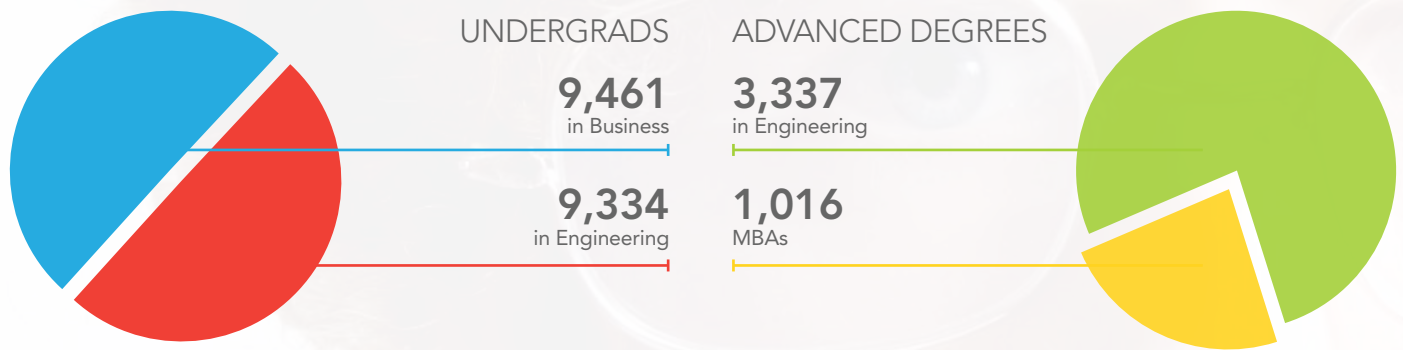
ANATOMY OF THE IDENTIFIED SCORE



ENGINEERS USED TO WORK FOR MBAs. NOW MBAs WORK FOR ENGINEERS.

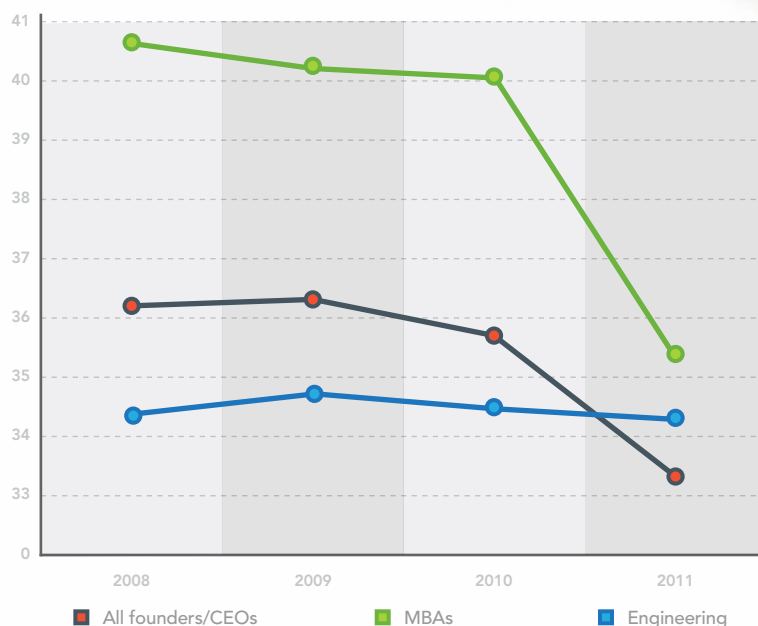
By culling through 36 million professional profiles based on Facebook data in the Identified database, we discovered that company founders and CEOs today are far more likely to hold advanced engineering degrees than MBAs and that the overall age of business leaders is steadily trending downward. While the ratio of undergrad business and engineering founders/CEOs is about even (9,461 versus 9,334), a significant shift occurs in the number of leaders who have advanced degrees. We found 3,337 founder/CEOs have an advanced engineering background compared with 1,016 MBAs.

WHO LEADS? CEOs



And, not only are founders more likely to be technically-oriented, they're also getting younger, with the average age dropping to just 33.4 years old in 2011 from 36.2 in 2008. In particular, MBA founder/CEOs are seeing the steepest drop in age. They averaged 40.7 in 2008 and that number fell to 35.4 in 2011. The average age of engineering leaders has hovered steadily around 34 since 2008. This shift could have a significant impact on corporate culture with younger entrepreneurs at the helm.

AVERAGE AGE OF FOUNDERS/CEOS



While it's unclear exactly what's driving this rampant rise in young engineering entrepreneurs—perhaps the widely chronicled nerd-inspiring story of Facebook founder Mark Zuckerberg—the fact is that more engineers are striking out on their own to launch new endeavors, particularly in the IT, social and mobile industries. According to the Global Entrepreneurship Monitor, 2011 saw “an across-the-board increase in the rate of entrepreneurial activity has not been seen in the U.S. in the last ten years,” and “the majority of entrepreneurs were motivated by improvement-driven opportunities to start new ventures.”¹

¹ Global Entrepreneurship Monitor 2011 Extended Report: Entrepreneurs and Entrepreneurial Employees Across the Globe <http://gemconsortium.org/docs/download/2200>

WHERE ARE THE TOP ENGINEERS WORKING? WHAT SCHOOLS ARE THEY COMING FROM?

We analyzed the Identified “demand” scores for engineers by university and by company. We found that not only do engineers work at major tech companies like Google and Apple, but engineers are also attracted to smaller companies like Quora and Palantir. International programs such as the Indian Institute of Technology Bombay, Canada’s University of Waterloo and China’s Tsinghua University joined the list of usual suspects like Stanford, MIT, UC Berkeley, CalTech and Carnegie Mellon in producing top-ranked engineers.

HIGHEST PERCENTAGE OF TOP RANKED ENGINEERS



PATH OF THE ENGINEER

Some of America's top companies are run by engineers including, Ford's CEO Alan Mulally, Xerox's CEO Ursula Burns as well as start ups like Instagram, Dropbox and Twitter.

Here is the Identified Score snapshot that shows the path of an in-demand engineer. Vida attended MIT, worked for Google and is now Lead Engineer at ifeelgoods.com. Her network includes high ranking employees at Google and Next Tag.

Next stop, CEO?

Vida Ha

Ifeelgoods.com, Lead Engineer, 2010 - Present

76

Score

76 Overall Score = 5 Network + 48 Work + 23 Education Overall Scores range from 0 to 100

Network 5

How do you rank?

Show: all your friends

- 1st

Anuja Doshi
H.I.G. Capital, Analyst

89
Score
- 2nd

Avichal Garg
Google, Product Manager

89
Score
- 3rd

Steve Chew
NexTag, International Business Development Manager

88
Score
- ⋮
- 37th

Stephen Chun
UT Southwestern, Radiation Oncology Resident

78
Score
- 38th

Vida Ha
Ifeelgoods.com, Lead Engineer

76
Score
- 39th

Adam D'Angelo
Quora

76
Score

How strong is Vida's network? Average score in Vida's network: 43

Vida knows 545 people like:

Matthew Moore Add as a friend 80
Score

Google, Sales Engineer

Ashwin Krishnan Add as a friend 36
Score

Apple, Product Marketing

Work Experience 48

How do your companies rank?

Show: Google

- 1st

Apple

100
Score
- 2nd

Amazon

100
Score
- 3rd

A.T. Kearney

100
Score

Where did Vida work? Years of experience: 9