

THE INTERCONNECTED WORLD of GROWTH HACKERS

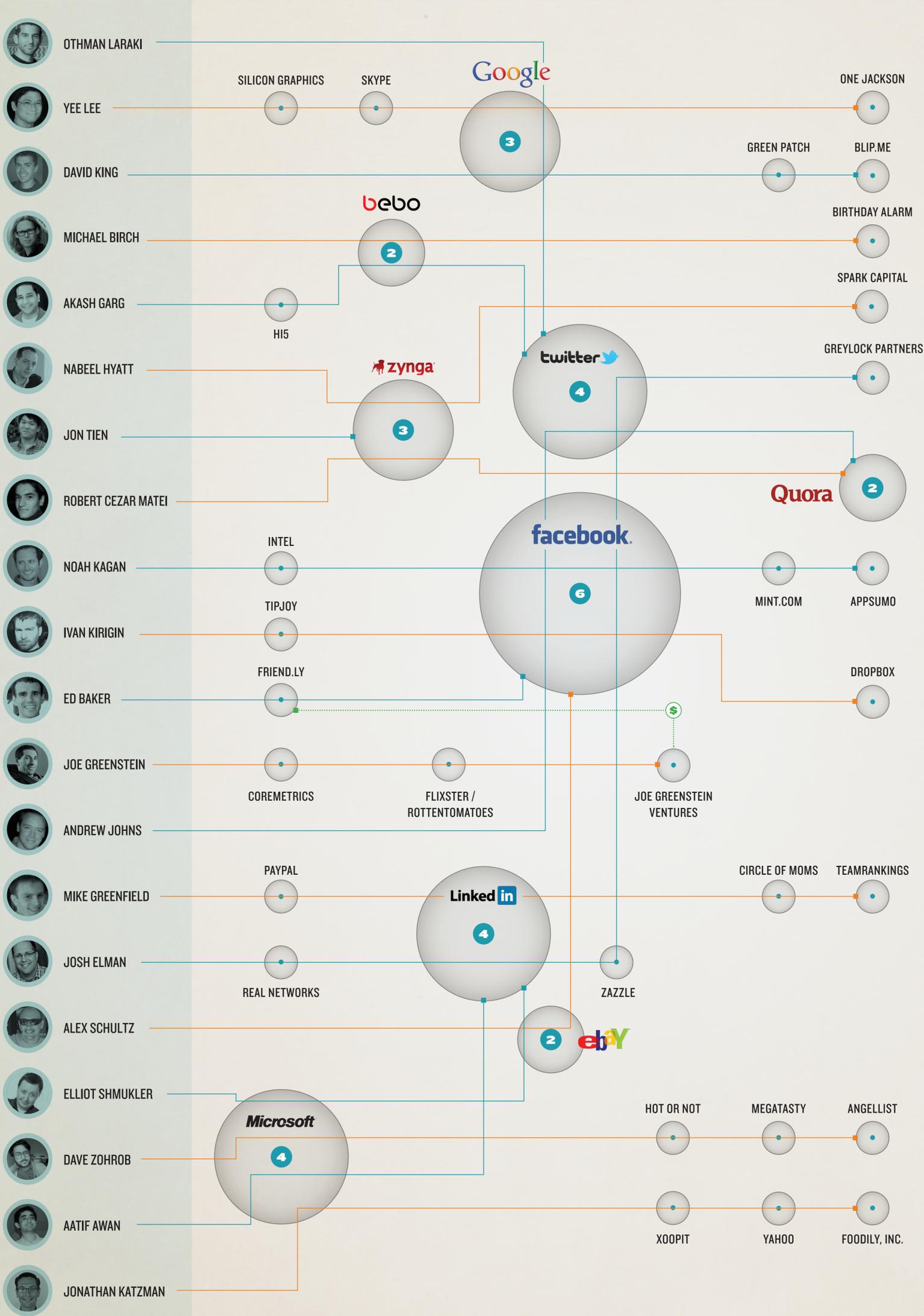
WHEN STARTUPS ARE READY TO SCALE, one challenge that often crops up is finding the right person to lead the growth charge. Stage right: *the growth hacker*. A good growth hacker has a burning desire to connect a target market with a must-have solution, and everything they do is measured by their potential impact on scalable growth. Below is a chart of modern-day growth hackers and the companies they've helped to build. We show how many of these growth hackers are interconnected, and how there are natural groupings of growth hackers around certain company genres (Microsoft and LinkedIn, for instance).

(paragraph adapted from a post by Sean Ellis)

ABOUT THIS CHART



The following chart demonstrates how 20 modern-day growth hackers are related via their respective work histories.



KISSmetrics

People. Not pageviews.

SOURCE:

<http://andrewchen.co/2012/05/11/how-do-i-learn-to-be-a-growth-hacker-work-for-one-of-the-guys/>

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