

URL: <https://stvp.stanford.edu/blog/videos/a-girl-among-geeks>

Karen Richardson, CEO of E.piphany, talks briefly about her family background, and the attitude any entrepreneur should adopt.



Transcript

Just to give you a bit of my background, I do come from a family of lots of Stanford graduates.. My grandfather, who came here as a farmer from Saskatchewan and in his mid-30s, enrolled and got his PhD in chemistry at Stanford; my father, both bachelor's, masters and PhD in chemical engineering; mother, who was mathematics major here at Stanford; and various cousins, uncles and two older brothers.. So, a long line of engineers and people who love this institution.. Most importantly, the point I want to make about that is that that growing up experience I had taught me one thing that has really helped us being an entrepreneur, and that is sort of what you call the "can do" attitude, which is it doesn't matter if you're a farmer who at 35 decides he doesn't really want to run a farm but wants to be a chemist, or if you're a 16-year-old woman as my mother was when she came for freshman year to school and wanted to be a mathematician, or a woman who achieves or wants to be a CEO.. No matter what your background, I think that kind of attitude is really important because an entrepreneur faces many good days and many bad days, particularly in their early days of starting a company.. So, I feel like I had a really good opportunity to look around at my parents and other family members and see examples of people who, no matter what, just had a vision, had a passion and went for it...