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CEO profile on Bill Gates Below is a profile on the CEO of Microsoft, Bill Gates. Bill Gates has definitely helped prepare the world for the year 2000. Summary Bill Gates began programming computers at the age of thirteen. In 1974, he developed BASIC while attending Harvard University, and in 1975 dropped out to form Microsoft with friend Paul Allen. They believed that the computer would revolutionize the world. Through this belief Gates has brought Microsoft from an unknown company to the world's largest software provider. Microsoft Since its meager beginning in 1975 Microsoft has grown into a software giant. Their software is on 90 percent of all personal computers and over 100 million units of the Windows 95 software has been shipped to date. The company's success is also shown in its sales and profits. In 1994 sales reached \$4.9 billion and net profits were \$1.2 billion. Current Projects On December 7, 1995 Gates decided on Microsoft's next step. He realized that nearly 20 million people were surfing the net without using any Microsoft software. An all-day program was staged to let the public know that they had every intention of producing Internet software and winning over the majority of Internet users. In order to show that he meant business, Gates expanded the Internet Platform and Tools Division to 2500 employees. This was more personnel than the top five web browsers combined. After this offensive Scott Winkler, vice-president and market researcher at Gartner Group Inc. was quoted as saying, "People aren't asking anymore if Microsoft will be killed by the Internet but whether Microsoft will dominate the Internet." (Business Week, 57). In six months' time Bill Gates had changed the direction that Microsoft was going. Jeffery Katsenburg of DreamWorks SKG said, "I can't think of one corporation that has had this kind of success and after 20 years,

just stopped and decided to reinvent itself from the ground up. Since the kickoff of the Internet project, Microsoft has been working feverishly to incorporate the Internet into its products. They have successfully incorporated it into its Windows 95 and have also created new software called Microsoft Network. Business Philosophy Bill Gates is a very fast moving person. He feels that time is of the essence and that every second counts. In an interview conducted by Playboy magazine Gates was asked about his management practices which was referred to as management by embarrassment, and also about rumors that he has left personnel in tears. Gates replied as follows: I don't know anything about employees in tears. I do know that if people say things that are wrong, others shouldn't just sit there silently. They should speak. Great organizations demand a high level of commitment by the people involved. That's true in any endeavor. I've never criticized a person. I have criticized ideas. If I think something's a waste of time or inappropriate I don't wait to point it out. I say it right away. It's real time. So you might hear me say, That's the dumbest idea I have ever heard many times during a meeting. Gates was also asked by Industry Weekly what he felt were his greatest challenges as the CEO of Microsoft. He replied with the challenge of making the transition from one era to the next. He thinks that a lot of times companies don't know they're lagging behind in the industry or they don't realize their problems until it is too late. When they realize their mistakes they can no longer correct them in time to keep the company in its current position. Gates was also asked in the same interview about the leadership qualities he most admires and replied, Vision, innovation, long-term thinking, and risk-taking.

(Industry Weekly, 13). MethodThe contents of this report were taken from the following magazines: Microsoft: a lesson in management, Business Week, 15 July 1996, 98. Gates wins respect, Industry Weekly, 20 November 1995, 12(4)Information was also taken from the following web sites: <http://ei.cs.vt.edu/history/Bill.Gates.html> (Playboy, 1994 interview)<http://www.microsoft.com/corpinfo/bill-g/billbio.htm><http://www.microsoft.com/corpinfo/about-ms.htm>ConclusionThrough great leadership, Gates has taken Microsoft from an unknown company to the lead ofthe software industry. He is a very fast paced leader, and does not let any one or thingstand in his way. If it was not for Gates and Microsoft we might still be using theelectric typewriter for the task of writing and the file cabinet for