

LEADERSHIP BY PERSUASION

UGBA 194 Lec. 2 | Mondays 2-4p | 1 Unit
1/2 Semester Long
Open to ALL Majors in ALL Classes
Course concludes in March!

Meet the CEOs of:



And Top Executives from:



About the Course

Leadership by Persuasion (UGBA 194 Lec. 2) is a weekly dialogue with high profile leaders in business, the arts & beyond, each telling a first-person story of how they accomplished the challenge of getting others to think and act differently and then answering your questions.

You'll meet and interact with the following confirmed speakers in Spring 2022:

CEO of Reddit, CEO of Yahoo!, CEO of Grindr, CEO of Waymo, CEO of MeetUp, CEO of Dotdash meredith (owner of People Magazine and other publications), CEO of EAT Club (that's me, btw), Head of Global for HBO Max, Head of Engineering at Stitch Fix, Head of Corporate Communications at Riot Games, VP of Programming and Acquisitions for ESPN, & more.

Through the leaders' stories, and the answers to your questions, you'll see first hand the diversity of techniques, skills, strategies, tactics and attitudes it takes to successfully motivate people and lead them toward a common purpose. Student Q&A is a key part of this course!

This class is great for students looking to get a head start in moving into their own leadership roles, learning about the challenges leaders face inside and outside of organizations and how to tackle them

About the Professor



Professor Doug Leeds is a Cal grad, Cal dad and a member of BerkeleyHaas' Professional Faculty. He is currently CEO of EAT Club, the largest corporate meal delivery service in California. Previously he was CEO of IAC Publishing, a portfolio of digital media companies including The Daily Beast, Investopedia, Dictionary.com, Ask.com, Ask.fm, CitySearch and About.com.