## Agenda

### GoDaddy Company Overview

### GoDaddy University Relations
- Intern Program + (Video)
- New College Graduate Program
- Current Openings

### Workplace Culture and Environment
- Engineering Culture and Environment + (Video)
- Diversity and Employee Resource Groups
  - GDBIT (GoDaddy Blacks In Technology)
  - GDLIT (GoDaddy Latinos In Technology)
  - GDWIT (GoDaddy Women In Technology)
  - GDGRAD (GoDaddy Graduates – New Employees)

### GD Engineer Stories / Experiences / Advice / Recommendations

### FAQ / QUESTIONS
UT AUSTIN Mobile Development
Class Presentation
Agenda

GoDaddy Company Overview

Mobile Development at GoDaddy

Tech Skills for becoming a Mobile Developer

Overview to Careers in Mobile Development (Experiences / Advice)

FAQ / QUESTIONS
GoDaddy Overview

We live by the same principles as any successful startup: hustle, adapt, listen. Repeat.

Our Story

Who we are and what we do:
GoDaddy powers the world’s largest cloud platform dedicated to small, independent ventures. With +17 million customers worldwide and 73 million domain names under management, GoDaddy is the place people come to name their idea, build a professional website, attract customers and manage their work.
Our vision is to radically shift the global economy toward life-fulfilling independent ventures.

Our mission is to help our customers kick ass by giving them the tools, insights and the people to transform their ideas and personal initiative into success, however they measure it.
Our Values

Be extraordinary.
We are creating exceptionally uncommon outcomes for our business tomorrow by being extraordinary today.

Own outcomes.
Every line of code, every pixel, every interaction with a teammate, customer or partner is a chance to change the world.

Join forces.
As a team, we move the company toward its vision. Together, we celebrate our successes and learn from our failures.

Work fearlessly.
We innovate and take risks to achieve uncommon outcomes. We measure our results and continually grow and improve.

Live passionately.
Finding meaning and personal fulfillment enables us to be at the top of our game.
GoDaddy™

Unique Advantages

Customer Scale
17 Million
Paying customers

Brand Awareness
~ 80%
Aided – US Region

#1 In Key “Onramp”
73 Million
Domains under mgmt,
22% of global total

Cloud Platform Scale
18 Billion
DNS queries per day
on average in 2016

Employees
7,000
Globally

Global Footprint
50+ Markets
100+ countries

Sources:
Brand Awareness: Brand Outlook, December 2016.
Unless otherwise noted, all numbers are as of September 30, 2017 and include HEG.
GoDaddy Overview

GoDaddy Offices

From Seattle to Sydney, GoDaddy’s hiring new talent to expand globally. Choose your location and join us.
GoDaddy is the natural onramp for people to get their business online - and our suite of products grows with them over time as their needs evolve.

**DOMAINS**

For any modern venture, getting the right domain is the first step they take to start their business.

**HOSTING & PRESENCE**

Next, they typically get a dynamic web presence, SEO and tools to get found online...

**BUSINESS APPLICATIONS**

...and as they grow and thrive: domain-specific email, productivity tools, email marketing, online payments & bookkeeping.
What We Do

Domains
Get a great name.

Hosting & Presence
Bring your name to life.

Business Applications
Grow your business.

$928M
50% of revenue
10% increase over 2015.

$679M
37% of revenue
15% increase over 2015.

$241M
13% of revenue
38% increase over 2015.

All built on a global, high-performance infrastructure and wrapped in world-class customer care.

Unless otherwise noted, all numbers are as of December 31, 2016.
Products
One-stop shop for successful independent ventures

- Domain Names
- Website Builder
- Professional Email
- Email Marketing
- SSL & Web Security
- SEO, Listings & Social Business Insights
- Dev Tools & Elite Hosting
Bold Expansion
Globally

International Revenue
$ Millions

Q3 2016
$131

51% Growth

Q3 2017
$198

YoY growth 52% measured in constant currency.

50+ Markets and 100+ Countries

Unless otherwise noted, all numbers are as of September 30, 2017.
The right employee culture is one where everyone feels individually responsible for a collectively awesome experience.

- Blake Irving
OUR PEOPLE

WE ARE THOUSANDS OF EXTRAORDINARY AND PASSIONATE INDIVIDUALS UNITED BY A SINGULAR VISION THAT WILL CHANGE THE WORLD. WE ARE BENT ON ACTION, SELFLESSLY TRANSPARENT AND DRIVEN TO CREATE UNCOMMON OUTCOMES FOR OUR CUSTOMERS. WE OWN OUTCOMES, APPROACHING OUR WORK FEARLESSLY, LEARNING QUICKLY, IMPROVING CONSTANTLY AND CELEBRATING OUR WINS AT EVERY TURN. WE ARE THE HEART, SOUL AND VOICE OF GODADDY AND WE WILL GO TO THE ENDS OF THE EARTH TO REACH OUR GOALS. WE ARE THE KEY TO OUR FUTURE...AND OUR FUTURE IS BIG!
GoDaddy’s Culture is our Personality.

It’s how we work and how we work together. Our culture underlies our morale, our motivation, creativity and ingenuity—and rides shotgun on every success we earn.
Our Diversity is experienced through a variety of Employee Resource Groups:

- **WIT** - Women in Technology
- **LIT** - LatinXs in Technology
- **FIT** - Fitness in Technology
- **BIT** - Black in Technology
- **United**
- **Veterans**
GoDaddy University Relations

Our new grads and interns make a difference starting on day one! You’ll be motivated each day by the millions of small business owners and individuals we empower worldwide. At GoDaddy, you can take part in creating the next-generation of technology that powers the world’s largest cloud platforms. If you have the ambition to do work that matters, we’ll give you a place to shine. At GoDaddy all employees have a voice, and you can be exactly who you want to be.

GoDaddy Internship Program

Our Intern Program was built on two key principals: do real work and be the authentic you. Over our 12-week summer program you’ll contribute value by working on projects that directly impact our 17 million customers, building a network of lasting relationships, and learning how you can be you – with us. You’ll see why 100% of our interns said they would recommend the program to a friend, and 95% of them converted to full-time roles last summer. Hear our stories – then start your journey.

SUMMER INTERNSHIPS – Tempe, AZ; Sunnyvale, CA; San Francisco, CA
MOBILE DEVELOPMENT @ GODADDY

Sam Hughes
Senior Director Software Development,
Product Development – Mobile
Mobile Growth

MOBILE AT GODADDY IS GROWING

- World wide mobile revenue is up 44 pct YOY - compared to desktop up only 6 pct
- International mobile growth is up 70 pct YOY
GoDaddy Developer Experience

We build on modern web and mobile technologies
common terminology

- Desktop-only
  - Desktop layout & content
  - Requires pinch & zoom

- Desktop design stacked on mobile screen
  - Desktop layout & content
  - Basic scale down with minimal optimizations

- Desktop (Legacy)

- Responsive
  - Flows look good across breakpoints
    - Graceful degradation; layout and content adjusted down by breakpoint
    - Basic perf optimizations
    - Touch optimized

- Mobile-optimized
  - Flows work great across breakpoints
    - Mobile-first content & design
    - Progressive enhancement
    - Performance optimized for screen size & data bandwidth
    - Touch optimized

- Mobile-first
A Day in the Life…

- **9:00ish** Good Morning! Time for some caffeine (Starbucks is right next door)
- **10:00** Morning standup meeting – 15 minute meeting for the scrum team to sync up on what happened yesterday and what’s happening today
- **10:15** code code code, test test test
- **12:00** Lunch time – GoDaddy brings in lunch from different local restaurants. Hang out with other GoDaddy folks to chat about what’s going on, attend brownbag sessions by other developers on new technology or new features
- **1:00** code code code, test test test
- **5:00ish** Swap the current programming challenges to background processing. Go home. Sleep on it. Repeat tomorrow.
MOBILE DEVELOPMENT @ GODADDY

Derek Sealander
Software Development Engineer,
Product Development – Telephony
Blueprint of a Mobile Developer

**TECHNICAL SKILLS**
- JavaScript
  - React.js – React Native
  - Node.js
- Swift
- Java
- Objective C
- iOS
- Android
- Xcode (ios), android studio, iOS or Android
- GitHub and SourceControl
- SCRUM

**RESPONSIBILITIES**
- Create web user experiences. (mobile user experiences can morph) and that will delight and impress our customers.
- Write and maintain JavaScript/Node.js applications
- Write and maintain native mobile applications in Java & Swift
A Career in Mobile Development

Experiences / Advice
Q&A a day

365 Questions * 5 Years * 1,825 Answers

5-Year Journal