

How do managers influence others in the organization? At Vimeo, applying her marketing expertise, Sud determined that what sets Vimeo apart from its competitors is its ad-free context and advanced video-editing tools, which attract submissions from filmmakers who pursue high quality, want to showcase their work, and are willing to pay for a monthly subscription. After graduating from Wharton, the University of Pennsylvania's business school, she worked for Amazon and Time Warner and earned a master's in business administration from Harvard before moving to Vimeo as its vice president of global marketing. Sud contributed this view from a marketing standpoint, but as she continually and confidently reinforced it, it gained the power of a corporate strategy. As she expressed her vision, Vimeo should be "a creator's first home," where "every story can be beautifully told"—and, thus, a technology company focused especially on business and professional clients more than an entertainment provider serving consumers. One manager who does this well is Anjali Sud, who at age 34 took the position of CEO at video-editing and sharing platform Vimeo after just three years with the company. Besides using the authority of their position, successful managers use their understanding of people and organizations to direct conflict in positive directions, negotiate agreements, and gain and use power appropriately.