



# Tayloe Stansbury

## Executive Vice President, Chief Technology Officer

### What strategies have you implemented at your organization to contribute to it being named a 2018 Thomson Reuters Top 100 Global Technology Leader?

Intuit's mission is to power prosperity around the world. Our global products and platforms, including TurboTax, QuickBooks, Mint and Turbo, are designed to empower consumers, self-employed, and small businesses to improve their financial lives, finding them more money with the least amount of work, while giving them complete confidence in their actions and decisions.

We constantly reimagine and reinvent our businesses—and technology is at the heart of making this possible. We are one of the few technology companies to have surmounted several platform shifts. We've transformed from DOS to Windows, to the Web, to mobile, to the cloud—and now to artificial intelligence and machine learning. We blazed the trail to the public cloud for financial companies and are one of eight software companies with more than \$5B in revenue that are over 30 years old.

We use technology to power prosperity by solving complex problems at the center of the economy like small business failure rates, job creation and employment, and financial health. Our 46M customers entrust us with an unrivaled set of data to make that possible. Therefore, we work at a huge scale, and harness sophisticated technologies to power our customers' prosperity. And we do this through a durable innovation culture and process, deeply rooted in customer obsession.

### What does technology leadership mean to you?

At Intuit, we believe in technology's power to make the world a better place. As we think about our mission to power prosperity around the world, innovation takes on a deeper, larger meaning. This is more than creating incremental product upgrades; it is tapping into technology to transform the world.

When you put my role into that perspective, I hold myself accountable to developing the technology strategy to achieve our ultimate task: solving complex financial and technology problems that are at the epicenter of the world's economy. This means not only developing strategies that will set us up for success today, but also future-proofing us for decades to come.

As the technology leader, I aim to build and develop diverse teams that are empowered to deliver awesome products and experiences for our customers.

### How is the changing technology landscape impacting your business?

The speed of innovation is happening at a faster pace than ever before, so we continue to evolve our business to move with increased velocity. We also stay ahead of the latest technologies to solve our customers' problems.

We're leading in applying new technologies like artificial intelligence, machine learning, and conversational UI to our domain, so that our customers can do things faster and with more confidence than ever before. We started our AI journey over ten years ago, and have over 150 pending patent applications. We're also busy exploring technologies like blockchain and human-machine interfaces, and running experiments on how to use them to help our customers improve their financial lives.

### What does the future of technology look like to you and your organization?

As we connect our products to each other and to other platforms, and as developers build on top of our open platform, we are on a mission to create a powerful ecosystem in which customers can enjoy the seamless integration of our products and tap into the power of 46M customers' data to create unique personalized experiences at scale for each of our users. We're seeing the early payoff of this with one example being TurboTax Live. With this feature, we are combining TurboTax technology with a nationwide virtual network of credentialed tax experts, all to help the customer have more confidence and expertise in paying their taxes.

