

WANNA WORK HERE?

Fab is looking to hire people who have abundant energy and are enthusiastic about design, and who can adapt well to challenges. "It all comes down to your passion and your energy and making sure that you're giving it your all," says Marshall.

FAB

The founding of e-tailer Fab (fab.com) proves that failure can sometimes be the first step to success. In January 2010, entrepreneurs Bradford Shellhammer and Jason Goldberg launched Fabulis, a social network for gay men, but after a year, they hadn't built as large an audience as they'd hoped for. "The whole thing was kind of like going through a breakup," recalls Shellhammer, Fab's chief design officer. The friends and business partners decided to shift gears and morph their concept into a design-focused online marketplace. Since launching with 175,000 users and a staff of 20 in June 2011, Fab has rapidly expanded to 5 million users in 20 countries and 400 employees across four international offices. "We're an ambitious company with a very big mission," says CEO Goldberg of Fab's quest to bring beautiful, functional products to a broader audience. "We're quirky, creative and authentic; we put the same energy into everything we do, and we want [to hire] people who have that energy, too." To get a better sense of the Fab ethos, we looked inside its whimsical wonderland. —Sarah Bruning



CAREER ADVICE FROM THE FAB CREW

"I tell every entrepreneur the same thing: Find the one thing that you can be the best at and do that one thing to the exclusion of all other things. The biggest mistake entrepreneurs make is that they end up [taking on] a lot of different tasks, rather than just saying, 'We're going to be the best at this. All we're going to do is this.'"

—Jason Goldberg, cofounder and CEO

"There are a lot of great jobs out there, but you have to stick to what you want and not veer off that path if you're looking for something specific."

—Sheezan Bakali, vice president of marketing, strategy and analytics

"You have to be able to go with the flow and keep up in a fast-paced environment. It's important to be open to new ideas and opportunities. [You need to be] able to multitask and to delegate work to someone and have faith that he or she is going to be able to do what you need to get done."

—Jessica Marshall, buyer for women's shoes and accessories, beauty and health

1 The biggest challenge, according to Shellhammer, is allowing other people to see his and Goldberg's vision through. "Jason and I have interviewed every single person in this company. My mission is [figuring out] one thing: Are you a culture fit?" Even so, Shellhammer says that there isn't a specific personality or background he's looking for. "It's about how smart you are, how much you like design, how passionate you are and how hard you'll work."

2 As a production lead, Jeremy Miller oversees a team of five other producers, who are responsible for making sure the site's 32 daily sales go live on time. Though a typical day lasts from 9am until about 7pm, Miller admits that he's often checking his inbox after-hours and on weekends. "The nature of our work, where sales are going on every day around the clock, means I can't just ignore e-mails on a Saturday or Sunday."

3 Shellhammer is known around the office for his sweet tooth. Glass jars and plastic bins filled with all manner of candy—Pixy Stix, Swedish Fish, mini 3 Musketeers, oversize gummy bears and more—line his office shelves. "It encourages people to stop by and chat," he says.

4 Sheezan Bakali, the vice president of marketing, strategy and analytics, uses an I ♥ SPREADSHEETS mug



that nods to her team's role within the company: "crunching a lot of numbers and marketing data."

5 More than 10,000 new products become available on Fab each week. Matt Baer, the senior vice president of merchandising operations, oversees the buying, production, editorial and quality-assurance teams, and the implementation of Fab's best practices and business processes in each new office that opens. "No two days are alike," he says.

6 As the buyer for women's shoes and accessories, plus beauty and health products, Jessica Marshall devotes a lot of time to attending trade shows, building relationships with vendors and monitoring the success of the items she curates. "It's so exciting to find a new product and see it on the site," she enthuses. "Once sales go live, I watch them like racehorses coming out of the gate."

