



News from Princeton University School of Engineering and Applied Science

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Amazon.com founder to talk about customer experience

PRINCETON, N.J.—**JEFFREY P. BEZOS** '86, founder, chairman, and chief executive officer of Amazon.com will be on campus Friday, Oct. 20, 2000, to deliver the sixth Gordon Wu Distinguished Lecture. His lecture, *Amazon.com: Customer Experience Matters*, is scheduled to begin at 1:45 p.m. in Alexander Hall, Richardson Auditorium, on the Princeton University campus.

Amazon.com has experienced explosive growth since its founding in 1994. The company today has more than 3 million customer accounts. Amazon.com is the Internet's number one music, DVD, video, and book retailer. Amazon.com opened its virtual doors on the World Wide Web in July 1995. To date, Amazon.com has served more than 17 million customers in more than 150 countries and built the leading global e-commerce brand and platform.

"Our vision remains being Earth's most customer-centric company, the best place for customers to find and discover anything they want to buy online," Mr. Bezos, stated in a company press release. "While we continue to see improvements in all of our businesses, we are especially pleased with the profitability in our U.S. books, music, and video group and the unusual growth in our electronics store. For the company as a whole, we're well on our way to achieving our 2000 objectives."

Mr. Bezos has been chairman of the board of Amazon.com since its founding in 1994 and chief executive officer since May 1996.

He received his B.S. in electrical engineering and computer science from Princeton University. From April 1988 to December 1990, Mr. Bezos was employed by Bankers Trust Company, becoming vice president in February 1990. From December 1990 to June 1994, he was employed by D.E. Shaw & Co., a Wall Street investment firm, becoming senior vice president in 1992.

The Gordon Wu Distinguished Lecture was created in 1993 by the School of Engineering and Applied Science to honor outstanding achievements and accomplishments by alumni and friends. Previous Gordon Wu Distinguished Lecturers were **GORDON WU** '58, **NORMAN R. AUGUSTINE** '57 *59, **CHANG-LIN TIEN** *59, **PHILIP M. CONDIT** *65, and **ERIC SCHMIDT** '76. The Gordon Wu Distinguished Lecture is open to the public.