

The Profile: The company spying on your money & the unlikely Twitter troll

Good morning, guys.

Happy early Thanksgiving. This year, I'm thankful for my family, friends, and the thousands of you <3 If you're in need of holiday reading, make sure you [browse through the Profile archives](#) or take a look at [these 34 fire business books](#).

Also, if you've been with me for a while, **please reply to this email with one thing you've learned from a person (or company) that you've read in The Profile**. It can be a quote, a random tidbit, or something that just stuck with you for a while after reading about it. If I get enough responses, I'll feature them in an upcoming newsletter.

I'll start. One of the things that I always think about is this quote from [Lamar Odom's grandmother](#). She told him: "What's done in the dark will come out in the light." When you're a public figure, it's impossible to separate your professional life from your personal life — yet many people try. If in doubt, listen to Lamar's grandmother.

- [The human behind the machines](#) **[**HIGHLY RECOMMEND**]**
- [The unlikely Twitter troll](#)
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LINKS

PEOPLE TO KNOW.

[The human behind the machines](#): This *Rolling Stone* profile reveals a different side of Elon Musk and proves he isn't an emotionless robot sent from the future to save humanity. He has a vulnerable, insecure side that comes out when he talks about his failed relationships. "Going to sleep alone kills me," he says. Yes, heartbreak sucks — even for billionaires.

"There's truth to what Musk is saying. It is lonely at the top. But not for everyone. It's lonely at the top for those who were lonely at the bottom."

[The unlikely Twitter troll](#): This is one of those jaw-dropping stories that leaves you confused and disturbed. It's about a married douchebag sports reporter named Ryan who used Twitter to hit on and harass women. But when no one could verify his identity or find his wife, the twisted truth came out. Ryan turned out to be a teenage girl catfishing & manipulating women into sending her nude photos. Again, what's done in the dark will come out in the light...

“If you’re going to make up an entire false identity, why would you make yourself into a shitty person?”

The unknown CEO making billions: Jen-Hsun "Jensen" Huang is one of the most underrated & unknown CEOs. He’s the man behind the semiconductor and software company Nvidia, which makes the tech that helps computers see, hear, understand, and learn. Thanks to Huang’s crazy vision and relentless execution, Nvidia has racked up *profits* of \$2.6 billion.

“Nobody is the boss,” says Huang, explaining his egalitarian approach to problem-solving. “The project is the boss.”

COMPANIES TO WATCH.

The feminist profiteers: The Wing, a women-only club and co-working space, is making a killing in NYC. With its millennial pink decor, beauty room, and library of books written by and about women, it’s selling “Instagrammable feminism.” The club has been parodied in shows like “Younger” and “Girls” & that’s only helped boost its popularity. But it comes with a not-so-funny price tag: \$3,000 for annual access. It raises an interesting question: Can you consider yourself an inclusive community when there are 8,000 women on the waitlist willing to pay exuberant amounts of \$\$\$ to join?

“We’re a coven, not a sorority.”

The company spying on your money: PayPal’s CEO believes there’s “special magic” to Venmo. The company does almost no advertising, and its growth is all viral. Thanks to the network effect of NYC bros all saying “Just Venmo me” for that pepperoni pizza, it’s become an incredible social experience. Just look at this crazy stat: 90% of all Venmo transactions are on the public feed. Bye, privacy.

“Venmo is much more social in its nature. The app is opened more times to look at feeds than it is to do an actual payment.”