

# Change of guard at Twitter indicates focus on growth, innovation

Article

**The news:** There's a massive change taking place in **Parag Agrawal's Twitter**. Barely a week into his new leadership, the company is restructuring to “drive increased accountability, speed, and operational efficiency,” [per](#) The Verge.

**Why this matters:** Twitter's founder and former CEO **Jack Dorsey** [stepped down](#) last week after years of running both the social network and his payments company, **Square**.

- Dorsey, who was replaced by Twitter CTO Agrawal, faced flak from investors and Twitter's board for being an absentee figurehead while Twitter's business stagnated.
- Agrawal is moving quickly. He announced a change in the management structure for product and engineering—the vital cogs of the Twitter platform.
- Engineering lead **Michael Montano** and head of design and research **Dantley Davis** will both step down at the end of the year, marking the exit of Twitter's top executives from the Dorsey era.
- Twitter said the reorganization is meant to speed up the company's decision-making. "Parag is focused on operational excellence and setting Twitter up to hit its goals; these changes were made with that in mind," Twitter spokesperson **Laura Alexander** told The Verge.

**The bigger picture:** Agrawal's mandate to overhaul Twitter's leadership reflects a change of culture and addresses the lack of innovation that has plagued Twitter. In context, Twitter, which has **211 million active daily users globally**, posted a net loss of **\$1.1 billion in 2020**, which was the company's first annual loss since 2017.

- The **restructuring** consolidates traditionally separate functions of engineering, design, and product development into three new divisions: consumer, revenue, and core tech. Those division leads will report directly to the CEO.
- With new blood and a renewed sense of purpose, Twitter can now focus on innovating its platform while solving various legacy issues with disinformation.

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## Twitter Users, by Generation

US, 2021

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Millions



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Source: eMarketer, November 2021

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