



CAUSING A STIR
CEO Anne Wojcicki at the 23andMe offices in Mountain View, California. “When we first launched, people thought it was insanity,” she says.

TRACKED

ANNE WOJCICKI

The Silicon Valley entrepreneur is breathing new life into the health-care industry.

BY STINSON CARTER PHOTOGRAPHY BY CARLOS CHAVARRIA

ANNE WOJCICKI IS always on the move. And as CEO of 23andMe—the personal genomics company she co-founded in 2006—she has good reason. After a highly scrutinized two-year review process, 23andMe recently became the first FDA-approved DNA testing service of its kind, setting a significant precedent in a burgeoning industry. “The challenge has been proving that the general public can handle the complex and sensitive information gleaned from one’s DNA analysis, without a middleman in a white coat delivering it,” she says.

The success gene is dominant in the Wojcicki line. She was born in San Mateo County, California, the youngest of three children. Her father served as chair of Stanford’s physics department for nearly a decade; her sister, Susan Wojcicki, is the current CEO of

YouTube. Wojcicki herself oversees seven businesses, including Bumble, her kid-friendly Los Altos cafe. But it’s 23andMe that has captured the widest audience. Now the company is poised for growth, with Wojcicki working to create a shared genome database that could someday become a search engine for the human body. With over a million customers, and 300 million survey subjects to date, 23andMe is giving consumers more control over their well-being.

Wojcicki works from an open cubicle on the fourth floor of 23andMe’s bright Silicon Valley headquarters. But you’ll rarely spot her there—most of the time she’s bustling from office to office or plopping down her gold MacBook on an employee snack bar that would put a five-star hospitality suite to shame. Despite the jigsaw puzzles and frozen yogurt machine in the cafeteria,

the many closed-door meetings Wojcicki attends daily prove that there’s more at stake at this start-up than likes and page views—unlocking the messages hidden in DNA can potentially tell consumers everything from what color eyes their children will have to how they’ll react to medicines they haven’t yet taken. “The existing health-care system is focused on treatment, not on prevention, because prevention doesn’t make money,” she says.

For this CEO, who works out seven days a week, pragmatic solutions are a way of life. One evening, while making chicken soup for her two young children (from her marriage to Google co-founder Sergey Brin; the couple split last year), she puts it simply: “My mother always said it’s cheaper to wear a jacket than it is to heat a house.” >

9:00 a.m.
Meeting

at Bumble, a farm-to-fork restaurant in Los Altos, with TK, the general manager. Wojcicki opened the cafe in 2011.



11:55 a.m.
Ride

Wojcicki, an avid cyclist, bikes to work every day. "Health is about what you do ever single day," she says.



12:30 p.m.
Arrives

at the office and runs through her day with Catherine Afarian, director of public relations.



2,000
liters

of saliva collected by 23andMe to date.

1

Justin Bieber

cutout in the office, which serves as the engineering department's mascot.

7

miles

The distance Wojcicki rides daily, on a specialized dual-suspension mountain bike.

2

dogs

She owns two Labradoodles—Fluffy Bunny and Luna.

2:15 p.m.
Check in

Anne McCracken, Wojcicki's executive assistant, hands her items for review.



3:15 p.m.
Saliva collection kit

First offered in 2007, the Personal Genome Service retails for \$199.



10+

Lululemon

outfits in her closet at any given moment. "My sister raids my closet," she says.

42

studies

published by 23andMe in peer-reviewed scientific journals.

29

helium balloons

currently tied to the desks of new hires. They read, "Welcome to the Gene Pool."

5

office locations

since 2007. The first was a coffee shop.

250

employees
work at 23andMe. •



4:30 p.m.
Rooftop patio

The 23andMe team ends the work-day by gathering together to watch the sun set.



6:30 p.m.
Dinner

at the Wojcicki household consists of veggie quiche, baked chicken, and chicken noodle soup for her kids.