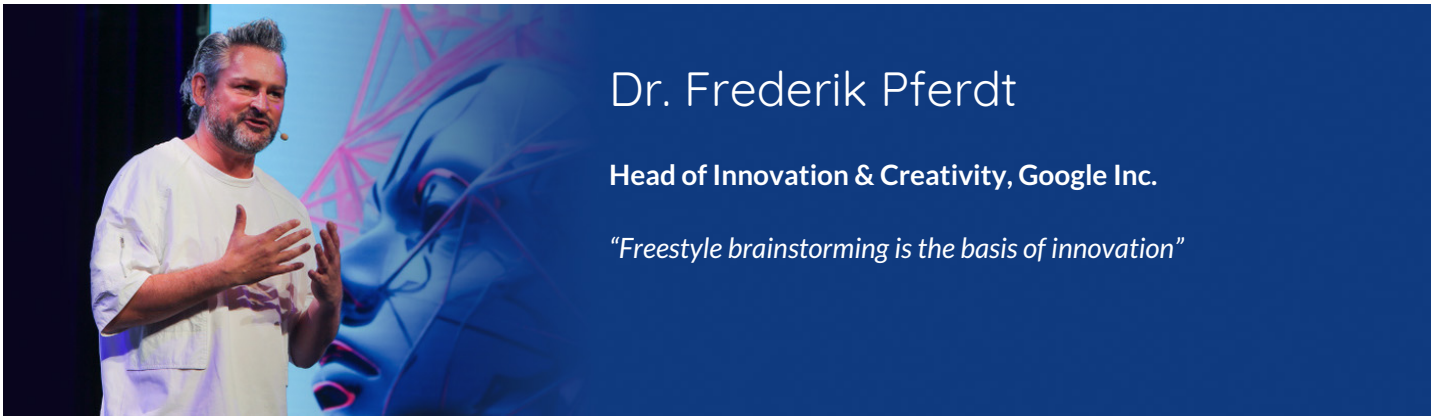


Dr. Frederik Pferdt

Head of Innovation & Creativity, Google Inc.

"Freestyle brainstorming is the basis of innovation"

Frederik Pferdt is Google's Chief Innovation Evangelist. His passion is to develop the capacity to innovate in everybody and believes creativity exists in all of us. He leads a talented team which helps Googlers solve anything creatively by building a thriving innovation culture.

TOPICS:

- Developing Innovators
- Transforming Organisations
- Creativity Workshops
- Space Design
- Rapid Prototyping
- Learning Design

LANGUAGES:

He presents in English

IN DETAIL:

Frederik is co-founder of "The Garage", Google's hacker, designer, maker space and created the CSI:Lab (Creative Skills for Innovation), which develops innovators and generates hundreds of new-to-the-world ideas with teams from YouTube to Chrome. As an Adjunct Professor at Stanford's D.School, he empowers students through user-centred, prototype-driven design. He was nominated as a visiting scholar at the Center for Design Research, Stanford University and research scholar at EdLab, Columbia University where he researched the convergence of design, technology and education. Frederik holds a Master of Science in Business from University of Konstanz. His creative views on innovation culture, leadership and future technology were widely featured in national and international media and have helped to transform an array of Fortune Global 500 organisations.

WHAT HE OFFERS YOU:

Frederik's passion is to unleash the capacity to innovate in everybody. He believes creativity exists in all of us. He trains people on how to build a better future through technology, fast and helps leaders to think exponentially and to steer their businesses to the forefront of success.

HOW HE PRESENTS:

Frederik's presentations are a whirlwind of ideas and inspiration that will energise and intellectually refresh the audience.