



Dr. Frederik G. Pferdt

First & Former Chief Evangelist of Google, Innovation Expert & Adjunct Professor at Stanford University

Featured Speeches

- **Future Mindstate**
- **Innovation Culture**
- **(Re)Imagine**
- **From People to Prototype**

First and Former Chief Innovation Evangelist at Google, Innovation Consultant to the United Nations, and executive coach for Adidas, NASA, SAP, and the FBI.

Dr. Frederik G. Pferdt’s mission as a keynote speaker is to inspire his audiences to invent their future.

“The Pope of Creativity”

- Focus Magazine

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Dr. Frederik G. Pferdt's Story

Dr. Frederik G. Pferdt is on a mission to inspire people to invent their future – the #1 human superpower to shape one's future.

As Google's first-ever Chief Innovation Evangelist, Dr. Frederik initiated a radically diverse community of over 500 Innovation Evangelists, trained tens of thousands of Googlers and co-founded Google's The Garage while creating its first Innovation Laboratory. During that time, he helped leaders and teams across Alphabet/Google and beyond to discover and solve problems in new, unconventional ways, shaping one of the world's most fabled innovation cultures.

As an Adjunct Professor at Stanford University's Hasso Plattner Institute of Design (aka: d.school), he teaches graduate courses like: "Hacking your Innovation Mindset" and feels lucky to empower students through design so that they can invent cool things that matter in the world.

Featured as the "Pope of Creativity" and "Dr. Innovation" in over 300 international newspapers, magazines and documentaries like FastCompany, Inc. Magazine, Times Magazine, Harvard Business Manager, WirtschaftsWoche, El Tiempo, Business Today, FAZ, Asia Business Daily, Der Spiegel, Financial Times, Capital, Manager Magazine, brandeins, Sueddeutsche Zeitung, Chosun Ilbo, The Telegraph, Arte TV, VOX TV and ARD.

Featured Keynotes

Future Mindstate

Future Mindstate is an interactive keynote presentation in which Frederik G. Pferdt imparts practical advice to create innovative solutions.

- Equip your team with a future-ready mindstate.
- Emphasize the need for creativity, innovation, and adaptability to transform challenges into opportunities.
- Reinvent the future of your organization.

Innovation Culture

Frederik G. Pferdt, as the First and Former Chief Innovation Evangelist of Google, uses his decades of leadership experience to give an enlightening keynote.

- Foster an Innovation Culture
- How to shape creative environments
- Catalyze breakthroughs and cultivate forward thinkers



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Testimonials to Dr. Pferdt's Name:



Overall, the audience learned how to transform organizational culture into one that continuously sparks new ideas and gives people the mindset to responsibly innovate and confidently explore our futures. Frederik's desire for the evening was to bring our values to life and make them tangible through innovation & creativity: Mission Accomplished

– Collin Gill-Sommerhauser, SAP Bay Area

Google became so popular that it is now a verb. The company owes this to a steady flow of innovations. Dr. Frederik G. Pferdt, Chief Innovation Evangelist, makes sure that it doesn't dry up..

– brandeins

