



**Future Optimist**  
**Google's First Former Chief Innovation Evangelist**  
**Adjunct Professor, Stanford University**

Frederik G. Pferdt is a global thought leader on the subject of innovation, creativity and futures. Dr. Frederik's mission is to inspire people to invent their future and he believes creativity exists in all of us - the #1 human superpower to shape one's future.

As Google's First and Former Chief Innovation Evangelist, he has led the growth of the company's famed innovation culture since 2010 and he has worked with tens of thousands of leaders to support innovation across the organization.

Since 2013, he has been an Adjunct Professor at Stanford University's d.school, where he teaches graduate classes on navigating the future at the intersection of innovation, creativity, and design. Dr. Frederik has built and trained communities of innovation catalysts, ambassadors, and coaches for organizations including Adidas, UBER, Bayer, Daimler, the FBI, the German Soccer Association, Lufthansa, NASA, the NBA, SAP, Seoul Digital Forum, and governments from more than 25 countries around the world.

With his award-winning approach, he served as Innovation Consultant to the United Nations (UN) and is a member of the "Hall of Fame" at Paderborn University. His book: "What's Next Is Now - How to Live Future Ready" is an inspiring guide for those looking to shape their remarkable future.

Born near Lake Constance, Germany, and educated in Germany, Shanghai, Cape Town, California, Buenos Aires, and New York, he currently lives a nature-centric lifestyle above Silicon Valley in the Santa Cruz Mountains, where he draws inspiration from the playfulness and explorer mindsets of his three children.

**Topics (Selection):**

- Innovation Mindset
- Culture of Innovation
- Future-ready mindset
- Creative Leadership

**Publications (Selection):**

- What's Next Is Now: How to Live Future Ready, 2024