

# Alberto Savoia

## Co-founder, Pretotype Labs, Former Google Executive and Authority on Innovation

Please contact a GDA agent for information.

### Topics

- Big Data
- Innovation / Creativity
- IT

### About Alberto Savoia

Alberto Savoia, as Google's first Engineering Director led the launch of the phenomenally profitable Google AdWords. He then shifted his focus. He wanted to make sure that success and exponential growth would not destroy Google's original entrepreneurial and innovative spirit—the sad fate of almost all companies once they reach a certain size. As Google's Innovation Agitator, Alberto forged, tested and perfected a powerful set of tools and techniques that established company can use to become Apex Innovators: market leaders that innovate with the same speed, daring and agility of the best startups—prototyping was born.

News of the dramatic impact and results from Alberto's prototyping teachings, quickly spread beyond Google. Stanford and many of the world's largest companies began to regularly kidnap Alberto from the Google campus so they could learn from him. From the first Stanford "Innovate Like A Startup. Go To Market Like A Grownup" workshop in 2011, to today's "Rise Of The Apex Innovators", Alberto's seminars and workshops have consistently—and without exception—received the highest possible ratings from CEO's, senior managers, and hands-on innovators at all levels and in all functions. More importantly, they have resulted in deep and lasting impact on innovation at all levels of the company.

As a compelling and highly engaging speaker, teacher, and hands-on innovator, Alberto is in constant demand as he keeps representing entrepreneurial innovation at Google. In addition, he's currently collaborating with Stanford University where he's teaching, coaching and further developing his unique set of innovation tools and techniques. Alberto's dedication and contributions to innovation have been recognized with many industry awards over the years, including the prestigious 2005 Wall Street Journal Technical Innovator Awards.

Alberto is currently teaching and collaborating with Stanford University and continues to work with Google to create and lead courses and workshops in prototyping. Prior to his tenure at Google, Alberto was Director of Software Research at Sun Microsystems where he played a key role in the development of Java technology and tools, and co-founder of two very innovative and influential startups in the area of software development & testing tools.

One of the constants in Alberto's career has been his drive and passion for fostering and creating innovation in all of his endeavors. For this, he has won significant industry recognition and awards, including: *The 2005 Wall Street Journal Technical Innovator Award, InfoWorld Top 25 CTOs Award, AlwaysOn Top Innovators Award (2004, 2005, 2006) and InfoWorld's Technology of the Year Award (2005, 2006).*

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Alberto is a prolific author and speaker on the topic of innovation. He has recently co-authored the article [Entrepreneurial Innovation at Google](#) for IEEE Computer magazine and he the author of *Pretotype It – Make sure you are building the right it before you build it right* ([PDF](#), [Kindle](#)).

### Select Keynotes

- **INNOVATE LIKE A STARTUP, GO TO MARKET LIKE A GROWNUP**



Large organizations have enormous innovation potential at their disposal. The number of innovative products and services that reach the market and succeed, however, is a very small fraction of that potential. The quantity and type of innovation a company achieves is directly related to the way it approaches, fosters, selects, and funds innovation efforts. Large companies tend to build upon and around their past and current successes which leads them to a very narrow innovation spectrum and inhibits most breakthrough innovation.

In this presentation, based on his Stanford workshop by the same title, Alberto Savoia leverages his own experiences as both a successful serial startup entrepreneur and as an "innovation agitator" at Google to show you how already established and successful companies can innovate like startups, but also leverage their existing resources and market reach to significantly increase their odds of market success with innovative products.

- **THE PRETOTYPING MANIFESTO—MAKE SURE YOU ARE BUILDING THE RIGHT IT BEFORE YOU BUILD IT RIGHT**

Have you ever poured your heart, blood, sweat, tears and money to build, perfect and launch an innovative "can't miss" new product or feature ... and then discovered that your "can't miss" idea turned out to be something that few customers actually wanted or needed? We call this scenario "The Innovator's Nightmare" and it's something that most innovative companies have to deal with because, as decades of data show, most new products and most innovations fail in the market.

Pretotyping, an innovation technique developed and perfected at Google and now taught at Stanford and many other organizations and companies, can help you avoid "The Innovator's Nightmare" by helping you make sure that you are building the right 'it' before you invest too much time and money to build 'it' right. In addition, pretotyping helps you make the most of your innovation potential, because it makes it possible for you to explore and test, quickly and cheaply, new "crazy" ideas that would normally be dismissed as too risky or expensive to try. By combining these two benefits of pretotyping, an established and successful company can maximize its chances for successful breakthrough innovation.

- **UNLEASH THE INNOVATORS—ENTREPRENEURIAL INNOVATION AT GOOGLE**

Google does many things differently, and the way it approaches innovation is one of the most distinctive aspects of its culture, and something most large companies could learn from.

In this presentation, Google's early employee and Innovation Agitator Alberto Savoia describes how the company's core belief that "great innovation can come from anyone at any time" has shaped its culture and its practices, and has led to some of its most notable successes. From Google's famous "20% time" rule that gives employees one day a week to pursue their own projects, to its flat organizational structure and the unique role of managers, to its data-driven process for testing new ideas to ensure fast failure, Alberto will explain how Google has managed to keep true to its startup roots and core beliefs as it grew into one of the largest companies in the world. Finally, Alberto explains how any company can successfully adapt Google's innovation practices to their existing culture.

## Select Testimonials

It was wonderful spending time with Alberto Savoia this week and having him as a speaker at our Director's Conference. His presentation was relevant, applicable and we received very positive feedback.

— *THE DESIGNORY*