

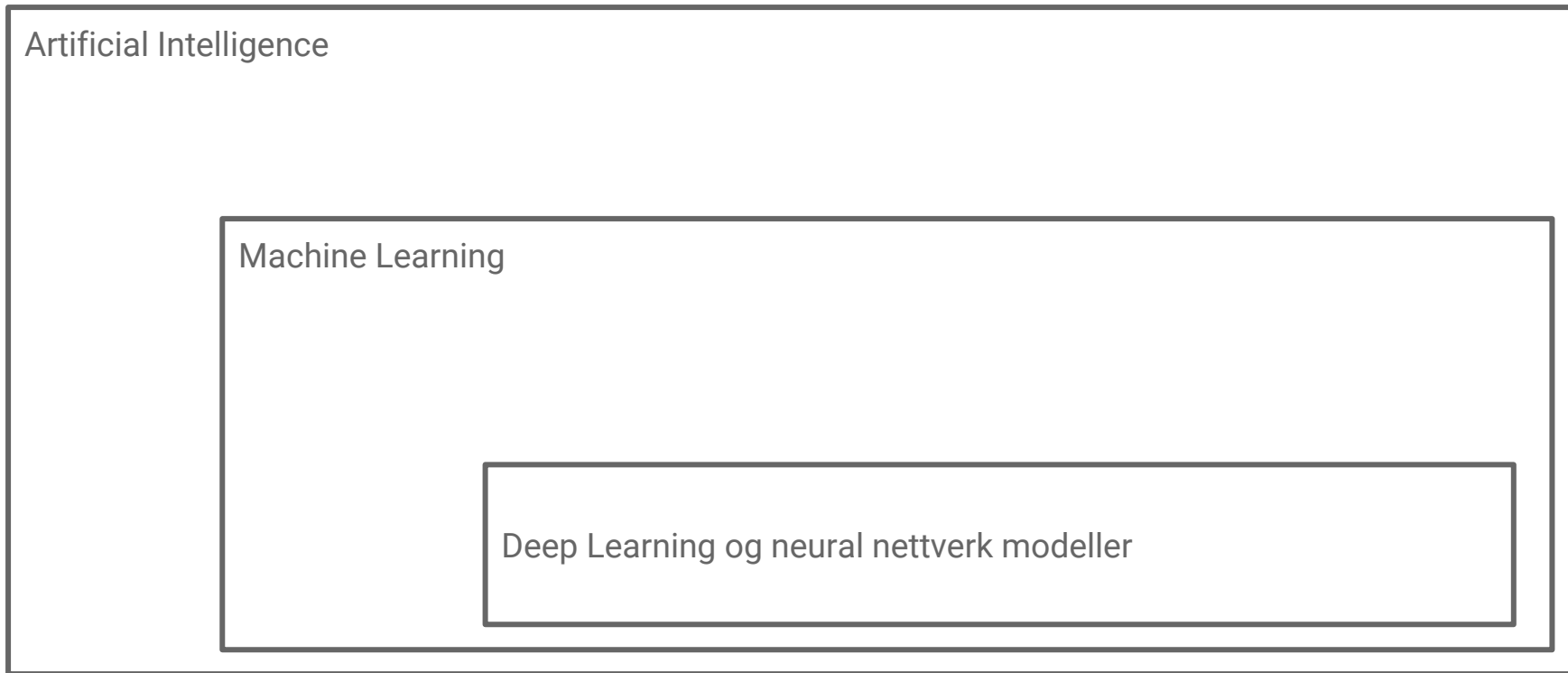


Innovation @ Google

Siri Gonnæs Børsum  
Industry Leader Norway  
Google Evangelist in Residence

Hva lærte du egentlig i Silicon Valley, Siri Børsum

# UMULIG å unngå



liten



Kan jeg be om en tjeneste

siri@google.com

Feedback er ikke bare noe  
man snakker om

What could you have done differently for it to have been

amazing?

1. Only way to get better
2. Feels nice either way

Det er bare JEG som  
stopper MEG



Gjør det, gjør det

Congratulations, you have been selected for the Executive Summits Evangelists rotation program

Innboks x

Google/Executive Summit rotation x



**Gopi Kallayil ( கல்லை )** <gopi@google.com>

til meg, Haley, Peter ▾

8. mar. ☆



*Dear Siri*

*Congratulations!*

*I am reaching out to you in regard to the Executive Summits Evangelist Rotation role. Thank you for your time and investment in this process so far. We are finally closing out interviews and decisions from a competitive pool of applicants. Haley, Peter and I are delighted to extend an invitation to you to join us in Mountain View for Q2. We know you are going to be a terrific asset to the team and carry out many meaningful conversations with Google's top clients.*

*I have cc'd Haley who will send you information shortly on starting your relocation process.*

*Congratulations and I look forward to working with you soon. Feel free to reach out to me with any questions.*

regards

gopi + haley + peter

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The latest tech trends



**NETFLIX**

**amazon**

 **airbnb**

**Booking.com**

  
**tripadvisor®**

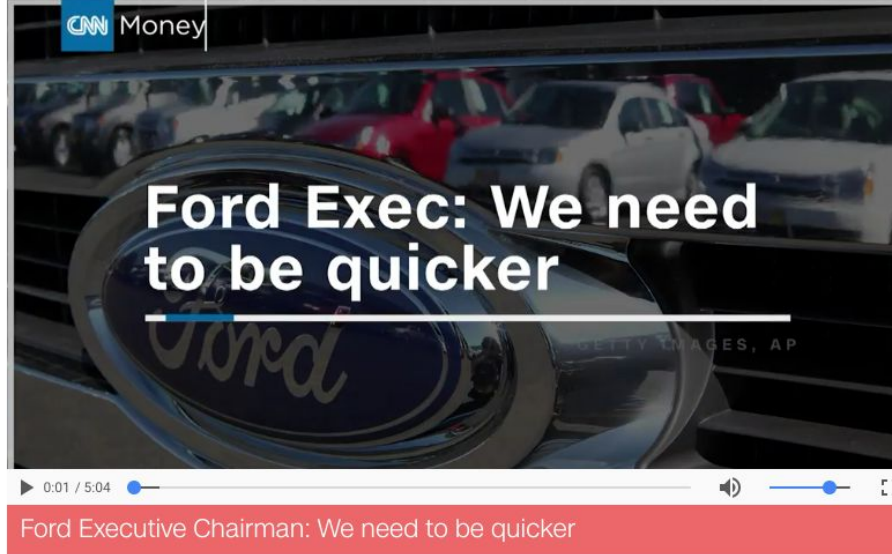


# Tech trends and their impact on business

# Why Ford fired its CEO

by Chris Isidore @CNNMoney

May 22, 2017: 1:28 PM ET



For automakers, competition today is as likely to come from Silicon Valley as it is from Detroit, Japan or Germany.

In a brave new world of self-driving cars and electric vehicles, Ford decided it doesn't want a career auto executive at the helm. So Mark Fields is out.



Have we made the right priorities  
the last 2 years?

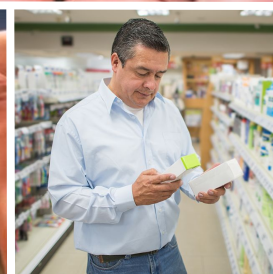
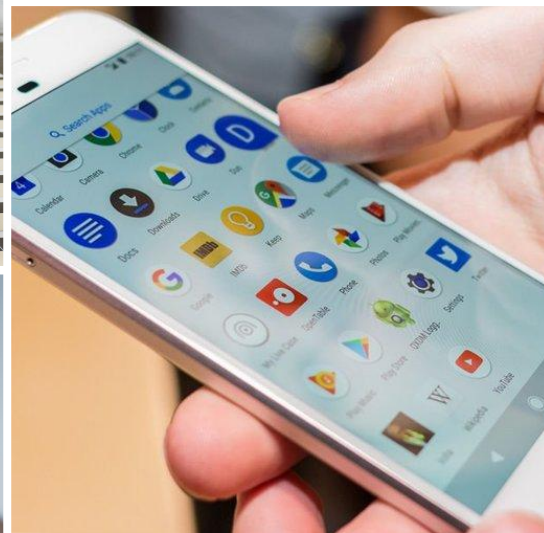


As page load time goes from one second to seven seconds, the probability of a mobile site visitor bouncing more than

**doubles**

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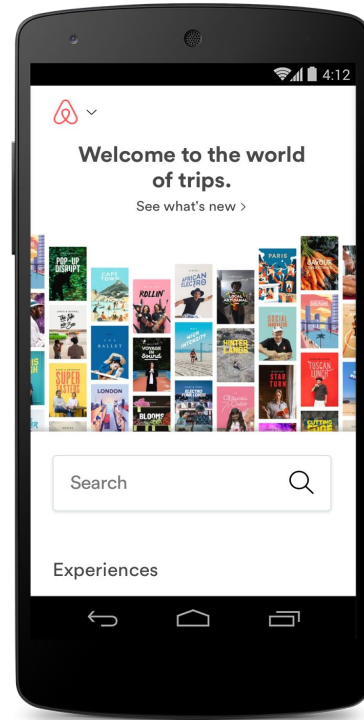
For every second delay, conversions *fall by 20%*



Cloud + Machine Learning + Smartphone =

Magic is normal

Airbnb bruker ML for å hjelpe utleiere med å prisen eiendommene de leier ut



# Dette må vi alle forstå !!

*CEO for stort globalt brand som ikke vil bli byttet ut*

# Det er lov å spørre en gang til

**Artificial Intelligence:** Bred terminologi for å få datamaskiner til å utføre menneskelige oppgaver; Vitenskapen om å gjøre ting smart.

**Machine Learning:** En metode for Artificial Intelligence hvor algoritmer bruker rasjonalitet og generell evne til å vurdere hva som er gode grunner til å handle. Algoritmene lærer av eksempler i stedet for eksplisitt regelbasert programmering.

**Deep Learning:** En teknikk for maskinlæring hvor algoritmer er arrangert i lag som etterligner menneskers hjernens læringsmønstre (neural nets).

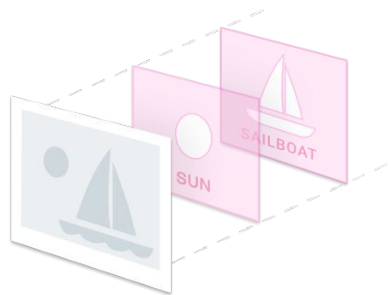
Ydmykhet  
Læringsvilje  
ML



Det kan ikke vi gjøre !

Prøv da vel!

# Verktøy tilgjengelig for alle HELT gratis



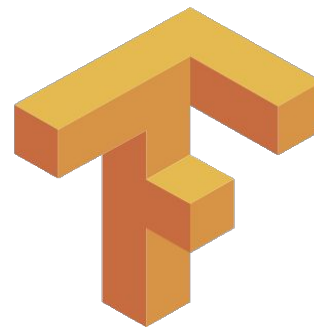
Vision  
API



Translate  
API



Speech  
API



Tensor  
Flow

Feedback er en gave, følelsen av at alle vil du skal lykkes gjør noe med en, det er du som stopper deg, Lean in.

Friendemies, samarbeid, ta raske beslutninger, relasjoner ruler.

Sett brukern i fokus, mobil er det samme som omsetning, mobil er viktig fortsatt og i lang tid fremover, teknologi vil få en naturlig plass i livet ditt, du kommer til å snakke til alle disse enhetene hva enn de heter og du vil be mer og mer om hjelp,

omfavn teknologi, forstå forskjellen på AI, ML og DM, det er lov å spørre en gang til, ydmykhet og læringsvilje, prøv da vel, vision api, speech api, translate api og Tensor Flow til folket og mye mer !

Er det bare DU som stopper  
DEG (og din bedrift)?