

Google's Larry Page Hands More Power to Sundar Pichai



Sundar Pichai, a Senior Vice President at **Google GOOGL -1.99%**, shows off the company's Nexus 9 tablet computer during an interview in Mountain View, Calif. in October 2014.

Alistair Barr for The Wall Street Journal

Google Chief Executive **Larry Page** is handing off day-to-day responsibilities for the bulk of Google's product portfolio to fast-rising executive Sundar Pichai, according to a person familiar with the changes.

Pichai will direct executives in charge of search, maps, infrastructure, Google+, ads and commerce, research as well as infrastructure. He already oversees Android, Chrome and Apps like Gmail and Google Drive.

Pichai, who will retain his title of Senior Vice President and continue to report to Page, is known to be a thoughtful and diplomatic executive, traits that could come in handy in

settling internal disputes that have broken out as the company has grown larger and its business units increasingly overlap.

Page will continue to oversee Google's business segment, including ad sales. He will also keep responsibility for YouTube, Google's access and energy division — which includes its high-speed Internet service Google Fiber — as well as Google X, Nest and various corporate functions including the company's deal teams.

Word of the changes came in a memo sent by Page to Google staff today and was **first reported by tech blog Re/Code**.

The shakeup comes as Page seeks to combat ill effects of Google's size and age. As it has grown, the pace of product development has slowed and turf wars have broken out on occasion.

Page wants Google to keep a rapid pace of innovation, according to a person familiar with the changes. "This plays to the strengths of Sundar and Larry. Sundar is a proven product guy and Larry is a visionary," the person said.

Pichai is widely respected throughout Google and has rapidly climbed the ranks. He took over the company's fast-growing Android mobile software division last year after distinguishing himself by leading the team that released the Chrome operating system and Chrome browser.

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