



PIVOT OR DIE (YOUR CAREER, THAT IS)

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 #GHC18

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KARI FRIEDMAN

DIRECTOR INTERACTIVE TECHNOLOGY, APPLE

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@kar1friedman

Early jump. Massive re-direct.

Unexpected event. Career frozen.

Farewell, ego. Hello, opportunity.





KAAREN HANSON

DIRECTOR PRODUCT DESIGN, FACEBOOK

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***You don't know the
boundaries until you hit
them.***

- Justin Sherman

I nailed it!

- random guy



SARA ORTLOFF KHOURY

DIRECTOR USER EXPERIENCE DESIGN, GOOGLE

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@sokhoury

***Only those who will risk going too far,
can possibly find out how far one
can go.***

- T.S. Eliot



MARGRET SCHMIDT

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None of this was planned.



Q & A

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