LARRY PAGE

1 EARLY LIFE

Born in Lansing, Michigan to Carl and Gloria Page, Lawrence Edward Page grew up in a household which fostered creativity and invention. His mother was an instructor in computer programming and his father a professor at Michigan State University and a pioneer in computer science. In his own words Larry was "immersed" with computer science and technology magazines for as long as he can remember.

An astute musician, Page played flute, saxophone and studied music composition. In later life he went on to thank his music education for instilling the importance of timing in his creations. Unsurprisingly, he started playing with computers from age six by experimenting with "the stuff lying around".

2 COLLEGE YEARS AND EARLY DEVELOPMENT

Following in the footprints of his father, Page pursued a degree in Computer Engineering from the University of Michigan. Proving to be an inventive and creative student, he even developed an inkjet-printer made from Lego blocks so he could print large posters at less expense.

After Michigan state, Larry enrolled in a Computer Science PhD Program at Stanford University. At that exciting time and with the growth of the internet, he considered exploring the mathematical properties of the world wide web as a dissertation theme. He went on to focus on the problem of finding out which web pages linked to a given page in order to better understand the webs 'link structure'. A fellow Stanford student, Sergey Brin, joined Page on his research project. Their paper "The Anatomy of a Large-Scale Hypertextual Web Search Engine" became one of the most downloaded scientific documents ever.

When Page and Brin's project was conceived, nicknamed BackRub, the internet comprised of an estimated 10 million documents, with an unknown number of links between them. The computing resources required to 'crawl' the Web was beyond the bonds of a usual student project. They extracted spare parts from inexpensive computers to create a server which they built in a custom case made from Lego. They then connected this server to Stanford's Broadband Network, using Pages dorm as a makeshift machine laboratory.

One of Pages most crucial developments was his PageRank algorithm, which converted the backlink data gathered by BackRub's web crawler into a measure of importance. This was ground-breaking for the time and allowed the duo to create a search engine that could rank results in order of importance, providing far superior results than any other at that time.
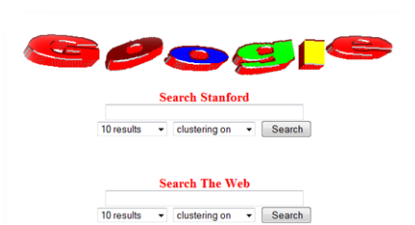
It is safe to assume that neither Larry nor Sergey were aware of how important their creation would become. Some compare the achievement to Johannes Gutenberg's invention of the printing press in 1440.

Page was fanatic over milliseconds. He believed the faster his search was, the more it would be used. Their internet search rapidly grew in popularity among Stanford users, requiring additional servers to be added.

3 GOOGLE

It wasn't long before Page's internet usage became too much of a strain on Stanford's network and so they were forced out of their dorm and set up servers in a rented garage. In 1998 Brin and Page incorporated Google, Inc. The inspiration for the initial domain name of 'Googol' derived from a number that consisted of one, followed by one hundred zeros, representing the vast amount of data the search engine was intended to explore.
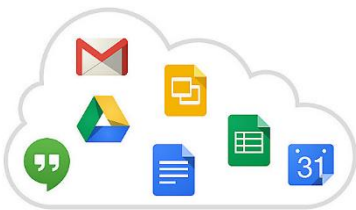
Page appointed himself as CEO, while Brin, served as Google's president. People often state that Page played a much more important role than Sergey Brin. Writer Nicholas Carlson Wrote, "While Google is often thought of as the invention of two young computer whizzes, Sergey and Larry, the truth is that Google is a creation of Larry Page, helped along by Sergey Brin".

In the early days of the company Page had a controversial management style. In fact, one day he decided to fire every manager at google. He insisted from that day on that only engineers could be managers, something that has held true within Google to this day. "Only ideas mattered, and human niceties fell by the wayside" – Carlson explained.

Pages' time at the reigns of Google however were to come to an end after two of the company's largest investors pressured him into stepping down as CEO to allow a more experienced leader to build a world class management team.

The following decade is often referred to as his 'lost decade', though in the eyes of the employees he remained the boss at Google. All new hires had to be approved by Page before joining the team. On August 20th, 2004, Google underwent its initial public offering. Almost instantly Larry Page became a Billionaire at just thirty years of age.

Larry returned as CEO of google in January 2011. His lost decade had transformed him remarkably for the better. He returned an experienced leader prepared to bring his creations to even greater highs. He had developed a new contrasting management style that required a "harmonious" team dynamic.

Page went on to clean up and unify Googles various sectors over the next few years. When acquiring products and companies for Google, Page asked whether the business acquisition passed the toothbrush test as an initial qualifier, asking the question "Is it something you will use once or twice a day, and does it make your life better?". This approach looked for usefulness above profitability, and long-term potential over near-term financial gain.

4 LEGACY

In recent years Larry Page has assumed the position of CEO of googles recently devised parent company Alphabet. He does not often find himself in the public spotlight anymore and has a more relaxed involvement with google. As of writing this Larry Page has a staggering net worth of $57.2 Billion.

In my opinion Google is forefront development of the information age. The first major democratization of access to information was driven over a century ago by steel baron Andrew Carnegie. He donated his entire fortune to fund 1,689 public libraries across the USA. You could say that Larry page, in 1998, opened the largest library conceivable. Google enabled free searches of words or terms, making all manner of information instantly retrievable even if you did not know where it was housed.

"If you're not doing some things that are crazy, then you're doing the wrong things."- Larry Page

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