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"I've always been super proud to say I work for Google," Boulanger said.

GEORGETOWN NATIVE LISA BOULANGER ON WHAT IT'S LIKE WORKING FOR GOOGLE

Georgetown native Lisa Boulanger has been working for Google for seven years.

Her fascination for digital marketing is what drew her to her sales role, but she says the culture and philanthropic initiatives are what makes her most proud to be a part of the team.

Boulanger spoke to the Independent about what life is like working for the technology giant.

Q What drew you to apply to Google?

A Previous to Google, I worked at some of the big banks in Canada, either in product or marketing, and was really just looking for a change.

I was interested in digital marketing so I started to do more and more of that at the bank. And I was

interested in technology and I knew Google had a really great reputation, so I applied for a role here.

What was the interview process like?

It really wasn't as painful as some of the things you read out there about Google interviews.

I think the process altogether took probably three weeks from start to finish, which is super fast in the Google world. But it was great. I think Google has a really fair process, wherein you meet with a bunch of different people from the organization and everyone has equal input into whether they think that person is fit for Google, both from a culture and role perspective.

I met with four different people, then I had to do a presentation. It was a role play scenario, because I

was interviewing for a sales role. Then from there, I was selected.

What advice do you have for others interested in a digital marketing career with Google?

It is very important to know the industry. What I always tell people who ask me about working for Google is try to get the experience before applying, whether that means taking digital marketing courses through organizations like the Canadian Marketing Organization, or volunteering, perhaps at a not-for-profit, to do some digital marketing for them.

You can also try and take a role in your current job to get exposure to digital marketing.

What's it like working for Google? Is it as fun as rumours make it out to be?

I've always been super proud to say I work for Google. I mean, we've got all the fun stuff that you do see and read about, so we've got the free meals, we've got the massage program and it's a real work-hard-play-hard type of environment.

But I think the thing that I appreciate most, especially as I get further in my career, is the values that Google has.

Everything that Google does from a community perspective is really impressive.

For example, we're committing \$2 million worth of grants to bring digital skills training to Canadians coast to coast.

We're also bringing the Professional IT Support Certificate Program to Canada, which helps learners become ready for an entry-level job in IT support in about eight months.

Another one of our initiatives involves visiting six communities across the country to host day-long workshops aimed at providing hands-on digital skills training to underserved communities.



80 Years Young

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Love, Sue, Brian, Jessica, Wayne,
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Cameron, Kelsi, Jim, Wanda, Liam

We also have a really strong giving program, where if you want to donate to certain charities, Google will match that. And it's a pretty significant amount they will match up to.

There's just so much they do because they really care about the communities that they're in.

I understand you facilitate a women's leadership and development program at Google. How did that begin?

I was one of the Googlers who started our Women@ group back in 2011. I led that for a few years and then an opportunity came up to facilitate a program called Stretch, where we go around to different offices on the east coast and facilitate this leadership program to women.

The program focuses on tools such as confidence, risk-taking and communication skills.

Outside of work, I was a Big Sister for about seven years in my 20s and early 30s. It was an organization that I was always really passionate about and so just recently, late last year, I started getting involved on the board, where I help them from a strategy perspective.

Why is advocating for women important to you?

There is a huge discrepancy when you look at the senior management team in any organization, between the number of men and number of women that sit at the top.

And there's study after study that shows that a diverse workforce leads to better decision-making and is more effective as a whole.

I also know that there's a lot of obstacles for women to get to that top. Just for myself, I'm a mom and I have to balance that with my work and there's a lot of competing priorities. For women, I feel that it helps to have every tool possible available to us.

Google just recently celebrated its 20th anniversary on Sept. 27. What does that 20-year mark mean to you?

It comes back to being proud about this company and what we're doing. I think the fact that we always put the user first, going back to the founder's letter, is something that has worked so well for Google and it's what has made us successful. But personally, it's about being proud that we work for such a successful company that does so much good in the world.

This interview has been edited and condensed.

BEST BUY CORRECTION NOTICE

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BEST BUY OCTOBER 26th CORPORATE FLYER
In the October 26 flyer, page 8, the Samsung Laundry Pair composed of the Samsung 5.2 Cu. Ft. Front Load Washer (Web Code: 10574403) and the Samsung 7.5 Cu. Ft. Electric Dryer (Web Cod: 10294116) was advertised with an incorrect price. The correct price for this laundry pair is \$1599.98.

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PAGE 3 OFFER: 25% off select designer watches
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Offer valid Friday, Nov. 2 to Sunday, Nov. 4, 2018.

THE CORRECT OFFER IS: 15% off select designer watches
Exclusions apply. See store for details.
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PAGE 29 OFFER: 50% off other small appliances by BRAUN and DELONGHI (see page 28 for exclusions)

THE CORRECT OFFER IS: 15% off other small appliances by BRAUN and DELONGHI (see page 28 for exclusions)

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