

Google commits to making internet a part of everyday African life

 By [Jeremy Daniel](#)

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Nick Heller is responsible for New Business Development across Europe, the Middle East and Africa (EMEA) at Google. Based in Zurich, Switzerland, he focuses on new product incubation and exploratory efforts in technology, meta-data licensing, strategic partnerships, special projects, as well as alternative distribution models for existing and new business initiatives.



Heller took the time to sit down and discuss Google's forecast for Africa, how he manages his multiple projects, and his vision of the next generation of mobile phones.

Memeburn: Google is innovating at a furious rate right now with new products launching almost every week. How does it feel to be part of that?

Nick Heller: Obviously everyone wants to be successful, but we at Google also believe in being innovative, trusted and ethical - and ultimately making a big positive impact in the world.

MB: How does one best manage a creative / innovative environment when good ideas are coming in from every corner?

NH: Focusing on the user is one of the core tenets of product development at Google. Moreover, we believe that open systems lead to more innovation, value, and freedom of choice for consumers, and a vibrant, profitable, and competitive ecosystem for businesses. On that basis, we manage innovation as it relates to our core strategy - making the world's information accessible and useful - and with a focus on open systems that will ultimately benefit the end user.

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ABOUT JEREMY DANIEL

Jeremy Daniel is the editor of www.memeburn.com, and a firm believer in the transformative power of mobile technology for emerging markets. Jeremy has written across various

media platforms for the last 10 years, from television to advertising to print before making the permanent cultural leap into online journalism. Follow him on Twitter at @jeremydaniel.

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