

# Google

"Moonshots at scale"

<b>FOUNDED</b> <b>1998, Menlo Park CA</b>	<b>EMPLOYEES</b> <b>~181,000 globally (end-2024)</b>	<b>REVENUE</b> <b>\$350B (FY2024, record)</b>	<b>KNOWN FOR</b> <b>Search, advertising, cloud, AI, moonshots</b>
<b>FORMAT</b> <b>Screen → case round → Googleyness + committee</b>	<b>CASE STYLE</b> <b>Product-oriented, data/estimation, Google context</b>	<b>BEHAVIORAL</b> <b>4-attribute rubric — structured scoring</b>	<b>SENIOR ROLES</b> <b>Written case or presentation often required</b>

## WHO THEY ARE

Google was founded in 1998 by Larry Page and Sergey Brin and generates over \$200B annually from Search and advertising, funding moonshot bets like Waymo, DeepMind, and Verily. Alphabet employs 180,000+ people across sprawling businesses, but gravitational center remains core products: Search, YouTube, Maps, Android, Chrome, and Google Cloud Platform. Strategy and operations roles sit at the intersection of the world's dominant ad platform, a leading enterprise cloud provider competing against AWS and Azure, a hardware manufacturer, and an AI research lab. The strategic questions here are unmatched in complexity: how to monetize AI responsibly, compete in cloud at scale, navigate global regulation. No other organization combines this reach with this technical depth.

## WHY PEOPLE WANT TO WORK HERE

Google attracts people motivated by problems affecting billions: Search handles 8 billion queries daily, YouTube has 2.5 billion monthly users, so marginal improvements compound into massive impact. Internal talent density is extreme. Strategy teams work alongside world-class engineers, data scientists, and researchers in an environment most companies can't replicate. You get access to internal tools, proprietary data, and computational resources that dwarf what consulting firms or traditional corporations offer. Total compensation for L6/L7 strategy roles regularly hits \$300–500K+ with meaningful equity upside. Internal mobility is unusually frictionless: people move between Google's businesses, product areas, and geographies more fluidly than at peer organizations.

## INTERVIEW PROCESS

Expect a recruiter screen, case interview round, and behavioral Googleyness round for strategy and business operations roles including BOLD, APM, and MBA programs. Senior strategy roles often add a presentation or written case assessed by committee rather than single hiring manager. Google's cases differ from consulting: they're product and data-oriented, emphasizing estimation, product strategy, and market sizing rooted in Google's actual business. You might estimate YouTube revenue, size a new market, or diagnose why a Google metric declined. Analytical fluency with data and comfort with quantitative ambiguity is non-negotiable. The behavioral component is evaluated on a structured rubric across four core attributes: general cognitive ability, leadership, Googleyness, and role-related knowledge.

## WHAT THEY'RE REALLY EVALUATING

Google scores candidates explicitly on cognitive ability (can you solve hard problems?), leadership (have you driven results?), Googleyness (humble, collaborative, comfortable with ambiguity?), and role-specific knowledge (understand the business and function?). Interviewers are trained to score each dimension and aggregate results in hiring committee review. Googleyness deserves particular attention: intellectual humility ranks higher than false confidence. Saying I'm not sure, but here's how I'd think about it scores better than projecting pure certainty. Data orientation is non-negotiable. Google makes decisions with data and expects strategy candidates to define metrics, structure analyses, and reason quantitatively about ambiguous problems. Inability to discuss how you'd measure strategy success or explain metric movements is a disqualifier.

## STANDOUT QUESTIONS

1. How would you estimate the number of hours of video uploaded to YouTube each day? Walk me through your approach.
2. Google Search revenue has declined 5% quarter over quarter in a specific market. How do you diagnose and respond?
3. How would you think about Google's strategy in enterprise cloud given its position relative to AWS and Azure?
4. Tell me about a time you used data to challenge an assumption or change the direction of a project.
5. Describe a situation where you had to drive alignment across teams with competing priorities. What was your approach?
6. What do you think is Google's biggest strategic challenge over the next five years, and how would you approach it?

## INSIDER TIPS

- Prepare Google-specific cases, not just generic consulting cases. Google interviewers use cases rooted in Google's actual products and business model. Practice estimating Google-related metrics, analyzing product strategy questions (why is X metric declining?), and thinking about Google's competitive position in cloud, advertising, and AI.
- The Googleyness rubric matters. Take it seriously. Read Google's published values on intellectual humility, comfort with ambiguity, and collaborative problem-solving. In your behavioral answers, show moments where you acknowledged uncertainty, changed your mind based on new information, or helped others succeed rather than just winning yourself.
- Every behavioral answer needs to be structured and specific. Google interviewers score your responses. Vague, thematic answers ("I'm a collaborative leader") don't score well. Use specific situations with clear context, your specific actions, and measurable outcomes. The STAR format is the right structure here.
- Know Google's business model in depth. Revenue by segment, how the ad auction works, where Google Cloud sits vs. AWS, what Alphabet's moonshot bets are and why. Candidates who can demonstrate fluency with how Google actually makes money will immediately stand out from those who understand Google only as a user.