

# FAST COMPANY

# 100

# MOST CREATIVE PEOPLE IN BUSINESS



TV Rule  
Breaker

**#8: BRYAN CRANSTON**  
How the *Breaking Bad*  
star ruthlessly reinvents  
his career

STYLING: S.S. AGONIZI

FASTCOMPANY.COM





# GOOGLE INTERN-OFF!

**Hollywood has spun** Google's feeder system into *The Internship*, out June 7, a comedy in which two washed-up adult salesmen (Vince Vaughn and Owen Wilson) score Google internships and compete against a bunch of whiz kids for jobs. In real life, the only adult interns are MBA students. Two actual, former Google interns break down the generation gap.

**Eliana Murillo**

**Interned** Age 21  
**Today** Google's head of multicultural marketing

**Ben Renda**

**Interned** Age 35  
**Today** YouTube's global head of user operations, policy, and enforcement

**DID YOU ENTER THE INTERNSHIP HOPING IT WOULD LEAD TO A JOB?**

"I was really excited about the opportunity. I knew Google was a cool place, and was interested in how it took startup culture and turned it into this big tech giant."

"Not really. The internship for an MBA is an 11-week-long first date. The point is to take Google for a test-drive and see if it was something I wanted to come back to."

**IS THERE A DIFFERENCE BETWEEN INTERNING AS A STUDENT OR AN ADULT?**

"There's no difference in terms of access to leadership or experience in terms of work."

"In terms of who to network with and how to strategically think about your career, I probably had an advantage."

**WHAT FIRST BLEW YOUR MIND AT GOOGLE?**

"All the food! I don't mean to sound too excited about it, but it's like, how can you say no to all this awesome food?"

"Larry, Sergey, and others have a candid, frank conversation with the whole company on a weekly basis. I came from the military, where you'd never be exposed to that."

**WERE THE INTERNS COMPETITIVE OR DID YOU ALL BOND?**

"It was very supportive—prepping for all presentations, we practiced with each other. A lot of my friends tried going to every Mountain View cafeteria together."

"It wasn't competitive, but we didn't socialize much. The MBA interns all just hit the ground to meet people inside the company. I chased down every alumni from my grad school."

## How to Bend a Brand of Steel

**When Superman makes** his return in *Man of Steel* on June 14, he'll break radically with tradition: His costume no longer has red underwear. (Gasp!) Some fans grumbled, but character reboots have seen far worse. "One of the keys to a successful rebrand is purpose-fueled changes and being transparent about why you're making those changes," says Ryan Goodwin, cofounder of the ad agency Struck. That can make all the difference.

<p><b>FAN OUTRAGE</b></p> <p>In Michael Bay's upcoming <i>Ninja Turtles</i> movie (2014), the mutant turtles are now... aliens!?</p>	<p>In the movie <i>Inspector Gadget</i> (1999), Dr. Claw's always-hidden face was revealed.</p>	<p>Daniel Craig named the first blond Bond (2005). Then he had more fun.</p>	<p>The Great Superman Underwear Upgrade of 2013.</p>	<p><b>FAN INDIFFERENCE</b></p> <p>Green Lantern comes out as gay (2012) in a comic book. The modern world shrugs.</p>

**THE RECOMMENDER**

What are you loving this month?



**EMILY MAY**  
Cofounder and executive director, Hollaback!

**Rookiemag.com:** "Editor-in-chief Tavi Gevinson is my hero. I spend nights awake wondering if I should be like her or Leslie Knope when I grow up. Of course, this could be because I watch too much *Parks and Rec* before bed."

**FORCE: Upsetting Rape Culture:** "The awesome women behind this movement created a spoof Victoria's Secret campaign promoting sexual consent called 'Pink Loves Consent.' I can't wait to see what they do next." (See page 134 of our Most Creative People list.)



**MARK HELLENDRUNG**  
CEO, Narragansett Beer

**Untappd:** "This app is awesome because you can check out which bars are nearby or track your favorite beers by location. You can also upload reviews and photos to see what your friends are drinking and loving right now."

**Garmin Forerunner 210 with Heart Rate Monitor:** "This is my go-to for training for the Nantucket Triathlon. It tracks your time, pace, distance, and heart rate while still being easy to navigate."

## Pop Quiz: Which Channel Gets Kidified?

**NBCUniversal partially owns** KidsCo, a children's TV network that airs globally (but not in the U.S.). This month, it begins a cute experiment in brand extensions: KidsCo will debut a block of shows branded by one of NBCUniversal's other networks. Guess which network just got younger.



E! KIDS



SYFY KIDS



GOLF CHANNEL KIDS



OXYGEN KIDS

Answer: It's called Syfy Kids, featuring new shows such as *Zuzu & the Supernuffs*.

## Conference Calendar

**KEY (OUT OF 5):**

🌐 LEARNABILITY 🍷 SCHMOOZABILITY 💰 COSTABILITY

**5-6: Interlink Web Design**  
VANCOUVER

Web pros explore design, code, and content through talks and workshops—as well as a few dodgeball games.

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**5-7: New Product Development and Innovation Management**  
BERLIN

Find out how to solve expanding R&D costs, growing global competition, and evolving market needs, and learn strategies to maximize ROI.

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**6-9: Valio Con**  
SAN DIEGO

Designers from Dropbox, Fitbit, Instagram, and elsewhere explain how to take risks. Then everyone surfs and drinks craft brews.

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**14-16: IBF Venture Capital Investing**  
SAN FRANCISCO

Venture capitalists and limited partners—including Accel, Sequoia, and Shasta Partners—gather as they have since 1989.

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**15-16: The XXIV ISPIM**  
HELSINKI

Experts from international juggernauts such as Google, IBM, and Volvo discuss the challenges of innovating in global markets.

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**20-22: Participatory Innovation**  
LAHTI, FINLAND

Innovation doesn't just happen from the inside. Explore how people on the outside—from other industries to the public sector—can contribute.

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**21-23: Velocity**  
SANTA CLARA, CALIFORNIA

The conference for those who keep the cloud, apps, and data storage running seamlessly—or at least are really trying to.

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**24-27: Interactive Design and Children**  
NEW YORK

Academics and industry leaders come together for a common goal: find new ways to design interactive experiences for kids that don't involve mud.

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