



# At the Intersection of AI, Innovation, and Business

AT GOOGLE, NELSON GONZALEZ LEADS ARTIFICIAL INTELLIGENCE PRODUCTS THAT SIMPLIFY BUSINESS AND HELP PEOPLE SUCCEED

Nelson Gonzalez ('90, MBA '95) is driven by a simple goal: helping people and businesses succeed. As head of products, enterprise generative AI, and agents at Google, he collaborates with leading experts to advance the frontier of artificial intelligence.

With his team and his customers, he pushes the boundaries of AI to help organizations become more innovative, efficient, and competitive.

Problem-solving and team leadership are central to his approach. These are skills he honed at Northwestern, where he earned a bachelor's degree in electrical engineering and later an MBA from the Kellogg School of Management.

Gonzalez has built a career working at the intersection of AI, product innovation, and business transformation for influential technology companies, including Amazon Web Services and Microsoft. At Google, he leads enterprise generative AI initiatives that help global organizations migrate mission-critical workloads to the cloud and scale agentic AI solutions.

He has helped launch major platforms, including Vertex AI Vision and Document AI, and spearheaded the development of Google Cloud's first generative AI media models. His work has driven significant revenue growth, secured strategic enterprise customers, and strengthened Google's position as a leader in enterprise-grade AI.

"Teamwork is critical," Gonzalez says. "As an engineering undergraduate and at Kellogg, I enjoyed being able to work well as a team, lead teams, contribute to teams, and problem-solve, and it has been completely applicable to what I do today."

"Day in, day out, I work with smart people who are changing the status quo," he says. "They're building new products, new services, and innovating. Even for existing businesses and processes, they're working really hard to make them better."

He focuses on making that transformation easier. "My role is to bring new products that simplify that journey for our customers," he says. "What I enjoy most is seeing people becoming successful and just being part of their success in some minor or major way."

Gonzalez has fond memories of Northwestern, from swimming in Lake Michigan with his Polar Bear Club to conducting biomedical engineering research with a visiting professor. An active alumnus, Gonzalez is encouraged by the University's commitment to preparing students for an AI-driven future and was proud when his daughter Ashley chose to follow in his footsteps at Northwestern. She's now a second-year materials science and engineering major.

"Not only for students who choose an AI major, but for any student, it is critical to understand basic AI capabilities," he says. "Every task will be enhanced with AI, so it's important to understand at a top level the various types of AI. It's also helpful to be hands-on and have those favorite AI tools that are going to help you be more productive in whatever you do."

SARA LANGEN

**"Teamwork is critical. As an engineering undergraduate and at Kellogg, I enjoyed being able to work well as a team, lead teams, contribute to teams, and problem-solve, and it has been completely applicable to what I do today."**