

IN MEMORY OF PHIL

This book is dedicated to Phil, by all of the googlers around the world who had the privilege to meet him.

More than a colleague, Phil was a true friend, a confident, a party boy, a thinker, a dreamer, who inspired all of us and brought happiness and joy to each and everyone's life.

We will always carry you in our hearts, Phil.
We love you and miss you.

Our thoughts and prayers are with his wife and family.

Czesc Phil,

Picture below tells the story of my memories buddy. Despite being so unique at everything you did, despite being top-notch at all you touched and engaged with, you made everyone else feel unique and special. You lined up with all of us to make us feel complete while paying attention that it's about US not I. And you are connecting all of US again, like a wizard with a master plan ensuring that the heart stays complete and continues its beat regardless of the missing piece.

I grew thanks to you, I am a better human being thanks to you and at the right time when my wires were burning, you helped me to stop, re-think, re-focus and re-frame. I live a happier life as a result.

I will miss you and let me be sad for few more days. Then I will look up into the sky, see that Mars planet you said we could go to one day when we sell the stocks and Elon figures out how to get there. As I look up as all of us on the pic below, I will think of you hoping you will look back at us seeing the heart that beats thanks to you.

- Maciej



Never have I ever met the mix of smartness, kindness, resilience and fun that Philou was. That Philou is.

I remember joining Google and looking up at Phil going “holy shit people are actually smart here, it’s not just talks”

You taught us all a lot, under every aspect, from work to life and I will always be grateful for the moments we spent together.

Despite this being way less than I would have wanted it to be, you left an incredible mark. That’s where you know and understand how good of a person, friend and colleague Phil has been

Thank you my friend, I’ll remember you like this.

- Pietro



Phil was incredibly smart and hard working, always eager to help others. He had a wonderful sense of humor, typically expressed in short, witty, perfectly timed remarks, and was very brave. I remember once he proudly showed me a video of him skiing down the steepest mountain slope I have ever seen. It's been a fantastic honor to work with him and be his friend. I knew I could always turn to him - he would have a word of advice for anything. He was very diplomatic and bright, always with a smile on his face.

- Adriana



Our last dinner in January 2017 in Dublin is how I will remember Phil. We were surrounded with friends, good wine & food and a table full of laughs and positivity. He always was a fighter in whatever he was doing; being great at his job, at making a witty joke or with a standard boring conversation he did not like to do mediocre! Will miss your laugh and jokes about Bosnians.

- Harun

The WROCLAW Winter Party in 2013

It was my first Google party and I joined Phil and the “Frenchies” that night. I immediately felt part of the gang and today I think back to that day and the other many occasions when we laughed and partied together. I never learned anything related to Google Shopping because I knew I could bother you everytime and no matter how busy you were, you’d always help :) You’re a unique example for all of us and please let us remember always what life is about... I’ll lock your beautiful smile in my heart forever!

Cheers mate!

- Mauro



Phil, we will miss you, my friend.

I want you to know how much influence you've had in our lives. In the few years we have spent together in Poland, you've been a true friend sharing the best adventures and stories, being both a challenger and an inspiration at work, and supporting me in not so great moments.

I only wish I was able to give you back as much as you gave me brother! I know you would not want us to be sad, you would not want us to cry or to stop enjoying life, because YOU didn't! Despite all that life threw at you, you stood strong, smiled down at it and carried on awesomely at everything. I wish that these words reach you somehow, because Marta and I want you to know how good you were and how much you impacted our lives (as well as everyone else who crossed your path).

So I won't be sad, I won't cry, I'll be dancing with you until the end of times! Let me go grab you another beer my friend, and we will cheer together.

- Jerta



Phil, I won't shame you in public, telling in detail about the night you slept in my corridor because you had lost your keys.
Oh sorry, I just did !



On a more serious note, I don't believe I've told you enough how much of a superhero I always thought you were. Your resilience, courage & positivity in all kinds of situations (except when we watched GoT, the Red Wedding and you cried like a baby) have left so much of an impact on me. I'm thankful to have met you and you'll still be my role model until my last days.

See you soon brother.





Dublin 2015

Phil returns from a trip in France and brings back his favourite cheese and wine (the really good stuff). He brings it all to a party and shares everything with everyone in the team.

Just one of countless great memories ...
We will miss you, Phil !

- Stefano

Dublin, September 2015

Phil, this photo was taken on my very first week on the team. I remember coming into a brand new team, full of strangers. But you were so welcoming, even on my first day. I'll always remember how engaging and helpful you were, to a new SME who was just learning the ropes. You were kind, thoughtful and always ready to share what you knew (which was always 10x more than me). You will be missed.

- Zahraa

You have been a good man, Phil and I remember your infectious smile. God takes away those he loves soon. I believe you are at peace with the Lord and may he grant strength to your family to move on.

- Shubh

Phil,

I'm grateful to the Dublin offsite in 2015 where I had the opportunity to spend time with you and got to know more about your kind and fun personality. You were smart and thoughtful which made your opinions so powerful. I always looked up to your views at work, helping me make better work decisions.

Not to forget your fine taste in music! :) I actively follow you on Spotify and everytime I noticed that you're listening to a song, it made me happy to listen to some of the cool songs you listened to. The "MPE Beats" playlist will live on forever and I will admit that I have picked up a solid song collection by following you on Spotify. You will be remembered forever in my music world.

- Prashanti

Phil,

I remember working with you on Pinnacle and you leading it from the front. I remember the fun conversations we used to have during our meetings. Can't believe I am writing this... Will miss you fill and you will be in our thoughts forever.

- Sneha



Don Felipe,

I cannot remember a time when I saw you and you did not put a smile on my face. Your kindness and sweet smile were very contagious, almost as much as your great taste in music.

I will always remember your refined sense of humour, how much of a gentleman you were, polite and kind. I always thought you were a champion, and I´m sorry I never got to tell it to you in person. I feel lucky and privileged to have crossed paths with you.

Until next time my friend.

- Alberto

Hi amazing Phil,

It is sad and difficult to choose words. But I remember this video on YT You once shared, I watched it again yesterday. Story of a group of people, crazy enthusiasts of skiing and photography, trying to capture a unique solar eclipse in a remote icy location. There are some lines in that short documentary that I find describe very well how I/ we got to experience you - grabbing chances and opportunities, having the guts to chase a dream even if the odds of success are not big, caring about people and such a fun attitude to be around. And so, so kind. I hope you have some spectacular views wherever you are and we will always remember You.

- Kama

Phil,

I met you only once in person and talked/chatted with you multiple times over emails and pings while working together. But that one time I met you in person, I just knew I had met a very nice, kind and a genuine person. I had a smile on my face. I remember telling others 'Phil is such a nice guy!'

You had that kind of a lasting impression in just one and first meeting! Wherever you are, hope you are shining, Mr. Nice Guy! You will be dearly missed.

- Jyothi



Dear Phil,

I remember our chat in one of Wrocław clubs, Schody do Nikąd, when you were telling me about your skydiving experience. I remember this blissful smile on your face while you were describing how it had been to feel the softness of the air, clouds on your face and this wonderful feeling of flying; the total freedom and peacefulness. You told me that it was such an amazing experience that you hadn't wanted it to finish.

Fly high my dear Phil ! I do hope this feeling is with you right now.

How much I liked your sweet, kind smile and witty mind !
You will be so much missed down here...

- Ola Wojciechowska

Salut Phil,

I will always remember you warm smile and positive vibes you were bringing everywhere with you. You made everyone around you happier... We'll be missing you !!

- Aga Kiona



Always so serious in SME chat shift, even during offsite in Dublin !

Phil,

I cannot believe that you're no longer with us, this is truly heartbreaking. I remember all of the good times we had in the SME team - those were the good old days. I still remember chatting with you as an agent and then when I joined the SME team as was thrilled to find out that you were my pod mate. You were always so helpful and went out of your way to answer the millions of questions I had every day. Thank you for all of your kindness and joy you brought to me and the team. Rest in peace.

- Dasha

Cher Phil,

This is a picture of that amazing weekend in the Ring of Kerry, when Ireland blessed us with sun, joy, and friendship. We got to know each other well, we shared a lot about our lives, our families, our values, our dreams, our passions. We laughed up to tears, sometimes we argued. Because of course you wanted to be right, and I wanted to be right, so it happened that we ended up not talking to each other for days. Nevertheless, we always found the time and the right words to apologize, and cheer to life again.

You are the most intelligent person I've ever met. I've countless memories that I could share, like when it was 10pm, we had to finish those Merchant Center slides and cooked pasta to hold on. When me and Stefano stole your clothes and turned you into Justin Bieber, when stingy Phil proved that he was absolutely not stingy, by paying drinks for everyone (I took a picture to testify). Or our secret passion for Robbie Williams, your unconditional love for The Lion King, movies, dinners, beers, the neverending SME chat sessions, the Air Max in all shapes and colors, your refined music taste, Jack Johnson, the team events, and the gin barzos.

This is an article that we both found very inspiring, we talked about it for quite some time. You were already going through so much, yet you told me you were feeling privileged. You were investing so much energy reflecting on yourself, thinking about how to play your part to make the world a better place. Because you are generous, and your inner light made everyone feel part of something bigger, special, and unique. I'm sure we'll meet again, this time we'll find the tickets for Robbie Williams, and I promise I'll let you be right, for once, without complaining.

Je t'embrasse fort mon ami,

- Alessia



Phil !

I still remember the first day we met in Wroclaw office and how quickly you ramped up. I also remember how you help me co-organize the FIFA tournament for Euro 2012 and how you destroyed me in the final (that was not cool btw :P)

I will always remember you as such as polite, friendly, always with witty comments and Lyon lover. In the picture below, one of the many nights next to Schody..

Thanks for all your kindness and I'm glad that our lives crossed, we will miss you my friend!

- Ernest



Dear Phil,

How can I ever forget all the amazing, witty jokes you threw my way? I can still feel your footsteps coming to my desk, while we were probably chatting about some random Adwords account, just to make fun of my typos or my confusions (mostly on on logarithm vs algorithms). That smile will always be the way I remember you, the same after a breakfast and after a shot in Szajba or Yamamori.

You will always be an inspiration to all of us, I am sure. Your way of going through life making everyone feel amazing cannot be forgotten. Thanks for illuminating our paths, Phil the fighter !

- Lore





Cher Phil,

I've been incredibly lucky to have you as my mentor and friend since I've started at Google. I've learnt a lot from you on both professional and personal sides. I'll miss your musical pépites and your witty humour ;) I'll always remember your smile at the legendary parties in Wroclaw (teaser here). Sending hugs from Wroclaw !

- Antoine

Philou,

Les race express, les soirées - *surtout celle de Krakow ;)* -resteront des souvenirs inoubliables. Merci de m'avoir montré comment rester toujours positif face à toutes les épreuves.

Tu resteras tjs pour moi le mec drôle, curieux et motivé. Ravi d'avoir rencontré ta femme sur NYC. Tu me manqueras !

- Dimalove

Phil, mon buddy,

Je suis tellement triste que tu sois parti... Je n'ai que des bons souvenirs avec toi, et quand je pense à toi, je souris. Quelle bonne humeur, quelle énergie positive... un vrai rayon de soleil! J'ai adoré être ta buddy pour t'aider avec ton ramp-up chez Google, j'ai apprécié chaque moment passé avec toi, nos catch-ups, nos soirées (dont celles à Dublin, Wroclaw et Amsterdam!), etc.

Je t'envoie plein de bisous là-haut. Keep on shining for us!

- Alex <3



A screenshot of a Facebook post. The post is from Philippe Morfin to Alex Whitaker, dated July 26, 2017. The text of the post is: "Happy birthday buddy! Hope everything is OK in SF. Bisous!". Below the post, there are two comments. The first comment is from Alex Whitaker, who says "Merci buddy! Quand est-ce que tu viens rendre visite?" with a smiley face emoji. The second comment is from Philippe Morfin, who says "Quand l'hyperloop reliera Lyon et SF ? 🤔 🤔 On se voit à ton prochain passage en Europe plutôt ! 😊". The post has 2 comments and 1 like.

Philippe Morfin ▸ Alex Whitaker
July 26, 2017 · 🧑

Happy birthday buddy! Hope everything is OK in SF. Bisous!

👍 Alex Whitaker 2 Comments

👍 Like Comment ↻ Share

Alex Whitaker Merci buddy! Quand est-ce que tu viens rendre visite? 😊
Like · Reply · 2y

Philippe Morfin Quand l'hyperloop reliera Lyon et SF ? 🤔 🤔 On se voit à ton prochain passage en Europe plutôt ! 😊
Like · Reply · 2y 1

Dear Phil,

I will always remember you with your cute hat - it is one of my last memories of you. We did not really hang out too much in Wroclaw, as I am the biggest party pooper of all times, but I always enjoyed our conversations during lunch. Sorry for constantly bugging you via chat, but you were my hero who solved issues with a glimpse. Your humor, intelligence and drive always impressed me and I am heartbroken to see such talent and passion gone. I hope you will rest in peace my friend. You are in our hearts forever <3

- Magda

Always smiling. Always ready with a joke. Always pulling people up. Even if for a brief time, I remember you in the Wroclaw office, so approachable and so much fun. I wish we could all rewind the time. We'll meet you someplace else.

- Ilma

Don Felipe,

Buen viento y buena mar.
Hasta siempre, amigo.

- Germán



Mon gros Philoo,

Il a une chose de sure, c'est que je ne pourrais jamais penser a / regarder GOT sans penser a toi très fort. Tu as toujours su apprécier mes bonnes blagues, y compris celles que j'avais tendance a répéter des centaines fois et pour ca je t'en suis reconnaissante! J'ai des tonnes de souvenirs avec toi, en Irlande pour commencer, quand je te suppliais de venir m'aider sur mes cas shopping et ou tu réglais ca en 2 secondes, avec les fameux weekends a la campagne, les soirées Pull up, les parties de tennis ou je te mettais des raclées (lol), les sessions Petites annonces d'Elie Semoun, les diners a la maison, le fil dentaire dans la fondue, et plus recemment mon anniversaire a la campagne. Je suis si contente que vous ayez pu venir, je me rappelle parfaitement le petit dej ou tu nous as fierement annoncé que tu allais te marier et a quel point j'étais contente pour toi. T'es vraiment un type bien mon Philou, tu vas beaucoup nous manquer, je pense que tu le sais. Tu auras toujours une place dans nos coeurs. Love you !

- Claire

Salut Philou,

Love you forever. Tu es l'une des personnes qui m'a toujours le plus inspirée. Un vrai gentleman, intelligent et avec une classe naturelle mais qui a toujours gardé un excellent sens de l'humour. Ta présence et nos discussions me manquent énormément. Merci d'avoir été mon ami pendant toutes ces années, pour tous tes encouragements et ton gros coeur. C'est super dur d'y penser mais on ne t'oubliera jamais.

Keep being the best in heaven, teach them a thing or two ;) <3 !

- DD



Phil,

I haven't been at such a loss for words - like I am right now, I have come back to this page multiple times over since it's hard to put it all down in words. The only way I knew you was the bright, witty and always smiling Nice-Guy Phil and that's the way I'll remember you forever! Thanks for all the deep conversations, the wonderful host that you were (Still remember how you came by on a Sunday to make sure we were doing OK, when we were in Dublin!) and thanks for teaching all of us to smile through everything !

I am sure you lighting up heaven with that infectious smile and sense of humor! :)

- Ash

Big Phil, what more can I say aside from the fact you were an absolute gent during our time working together in Dublin. Quick with a witty remark, knowledgeable on all things product and very easy going - truly the benchmark. We are all very fortunate to have spent some time with you, however short - my only regret is probably not getting to share in more of those tequila shots in the pictures above with you. Go easy brother.

- Al

“Sacré Philou, toujours le mot pour rire”

... Merci pour ces concours de quotes infinis sur OSS 117, Friends ou Les Minions...BANANA !

Merci pour ce savoir Shopping, que j’espère t’avoir bien rendu en personal shopping à Dublin ;) Merci pour cette street cred de fou #clubbagarre #jaimemebattre

Merci pour nos débats endiablés, qu’ils soient musicaux ou sur l’actualité du moment (merci au blog l’effrontée du coup, même si tu connais mon opinion sur l’imagerie que vous choisissiez haha). Merci pour cette belle cérémonie où on a pu reconnaître ta patte un peu partout (dj philou jusqu’au bout), ce qui nous donne l’impression que tu seras toujours là. Compte sur nous pour ça.

Merci d’avoir donné l’exemple à tant de gens, d’avoir laissé une trace sur cette terre en si peu de temps. Merci pour tes engagements green que je partage tellement, tu as même eu le temps de penser à ça sur ces dernières années, alors que même ceux qui ont la vie devant eux ne le font pas.

Je penserai toujours à toi et à ta famille, c’est promis.
Merci petit biscuit, petit SME, petit philly.

(et désolée pour la tâche de vin rouge sur votre moquette avec Jules :/ mais en même temps c’était ton motto, “on va boire des canons!”)

- Mathou





Morfiouuuuuu,

My mind can't help but to go back to that night in Vegas when you were playing roulette, and kept betting on the number 1 (your lucky number). Despite the odds being against you betting on the same number over and over, you were confident, and you did it - you won each time, and made some pretty change too.

The more I think about it, it's pretty representative of how you lived. You chose what you wanted in it, and gave yourself to those things 100%. Whether it was your dedication to your family, your impressive contributions at work, the passion you showed for your hobbies and learning new things, or your time chilling with us your friends - you were fully in it, and I think you can see all the returns from that deliberateness from the beautiful messages here.

We'll miss you Morfiou, but cheers to the next Nazdrovie when we meet again <3

- Alanyou

Mon cher Philou,

C'est tellement difficile de te parler au passé alors gardons le présent et continuons à discuter, ou plutôt à débattre et à nous chamailler comme tu sais si bien le faire. Tout commence par une affirmation, une opinion trop franche que nous avons volontairement posé sur la table de l'apéro et qui va abreuver toute une soirée, le vin nous regarde hébété de nous voir ivres sans l'avoir goûté ! Ce sont tes mots d'esprit, tes piques d'humour et d'humeur qui vont donner à cette échange une spontanéité magique. Tu es un grand homme qui voit loin et qui sait lire la profondeur des âmes et des coeurs. Ton esprit est vivant et fort, tu restes avec nous pour toujours.

- Astrid

Querido Felipe,

The guy with that always had a smile on his face. We still have that trip to Madrid pending ... Thank you for being an inspiration, for your friendship, positivism, happiness, music discoveries (still remember us jumping in the Kaytranada concert in longitude), sense of humour, love and especially for your way to look at life !

You will be truly missed.

- Beto



Ciao Pippo,

I had the opportunity to meet you for a very short period of time. However it was more than sufficient to enrich my Dublin days with the everlasting smile of a strong and positive man.

We still have a Fifa match pending...
Remember we have to teach Ale how to play !

You truly are an inspiration for all of us.
Grazie di tutto e riposa in pace amico mio,

- Simo

Cher Philippe,

Quelle immense tristesse ... !! C'était un grand bonheur de te connaître, de travailler avec toi et de passer de bons moments de fête avec toi ! Tu resteras dans ma mémoire pour ta personnalité, ton optimisme, ta grande volonté d'apprendre et d'aider, ton courage et ta grande joie de vivre !! Repose en Paix. Mes sincères condoléances à toute ta famille et tes proches.

- AnnaRossa

Phil,

I didn't meet you a lot of times, and we actually never spent much time together. In the time we did spend together, you left a big mark. While I was visiting Wrocław, you made me feel immediately welcome and included, not just on a professional level, but even more so on a personal level. Then we were in touch over chat at work, and had many meetings at work. I changed teams and our contact was less frequent. Years later, you were in London and we met up for a coffee in the summer sun in the little park across from the office. You made it seem like we had just been hanging out in Wro, the week before, such was your ease with people. I'm pretty sure we solved all the world's problems with a smile, over that cup of coffee. You were always such a positive and engaging human being.

I'm thankful I got to meet you Phil. You and the kindness of your spirit lives on in all the people you've met, however brief the encounters were. You shine brighter than most people I know.

- Jonas

Phil, this is so hard to write, it seems inconceivable to me that you've left us, and nothing I write can do my memories justice. I loved our witty conversations, your weird weird taste in music (I still check Spotify to see what you're listening to these days) and our fun trip to Krakow. I know I should be writing about all the fun stuff, but in reality all I can think of is how unfair this all is. We'll miss you Phil, you were truly one of a kind.

Take care up there.

- Viola



Cher Phil,

You appeared out of thin air one morning and since then, it was enough for me to know that you were somewhere in one of the buildings. Just a good guy, a nice person, a smile around the corner, a guy who really knew his stuff, and whose kindness always stood out.

Phil, when will Shopping launch for my market? Phil, there is this problem with this client, could you? Phil, how the hell does this thing work? Phil, how are you?

You had more or less hair, that was the only thing that looked like changing. You can be proud of all the memories you left behind. I was nothing special to you, Phil, but I knew there was a good guy in the building and I miss you.

Phil Morfin, I am grateful you crossed my path and I will not forget your name. Merci, prend soin de toi là haut, les anges ont désormais des chapeaux.

- Isabelle



Morpheus, sh**t man I usually have something to say. This time I can't think of anything. Someone who knew what he could bring to this world and gave it all selflessly.

On top of that great taste in music undeniably. I remember in Wro, late in the evening, you were still working and we were playing music with Francesco. We needed a cool song to play and you gave us One Day from Asaf Avidan. I'll also remember the fun we had on this trip we took to NYC. Rest in peace Phil !

- Carl

Phil,

You would always know what to say, always there with your funny comments :) I felt like I was always out of wits around you, I could never keep up :)

I remember this day, it was one of these “summer in 1 day for the whole year type of days” in Dublin. You have just come back after being gone for a while and we were chatting on the bridge while waiting for others to arrive. You were so cheerful and ready for a new better chapter in life and I know I said something stupid about your haircut and how it will help with the ladies. Then I felt really bad about it thinking that maybe it’s a sensitive subject, but you picked up the joke and we kept on laughing about it. I was thinking how strong and cheerful of a person you must be, and I wish I can be at least a little bit like you sometimes :)

It was a great pleasure and fun knowing you, you will be really missed !

- Stacy



My Dear Phil,

I can't believe it's time to say goodbye. I am just so happy to have the privilege to know you and to be able to work with you back in Dublin !

You were the smartest, nicest, funniest, lively person I have ever known! You were a true Gentleman, always, a wonderful being !

I remember how you turned around even the most unresponsive, closed out engineers who wouldn't want to talk to us and made them your 'friends', come to you for advice on how to make our products better both for your peers and for our advertisers.. They rarely do this with anyone from 'our world' and yet, you made it happen, and they valued all your inputs and sought out your advice again and again! Working with you and Alison on our 'Shopping attack' project - that also won the well-deserved VP Platinum award for us - was definitely one of my highlights at Google !

Unfortunately I couldn't find a picture of us :(, but I will always remember you: happy, enthusiastic about life and all things you dove into, bringing joy and smiles to all of us around you !

- Diana Herskovics



Au revoir l'ami !