

# DONATO E. BORRELLLO

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## EDUCATION

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Bachelor of Science, Computer Science  
University of Rochester

May 2012  
Rochester, NY

## PUBLICATIONS

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### Promoted Content Selection and Delivery in a Television Platform

March 2023

Utility patent (US20240314381), solving for secure user-addressability on TV platforms.

### Online Sequence Alignment for Real-Time Audio Transcription by Non-Experts

November 2012

White-paper on aligning tokenized input for optimal sequencing, published at AAAI 2012.

### Real time Captioning by Non-Experts

October 2012

White-paper on crowd-sourcing audio transcription, nominated for best paper at UIST.

## OTHER CONTRIBUTIONS

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### Election Reform New York

February 2017 - 2020

Founder of a non-profit group that got Ranked Choice Voting passed for primaries in NYC in June 2019.

### The Nitty Gritty of Adaptive Video Transmuxing

May 2016

Presented to EmpireJS on efficient video transmuxing to improve time to first frame (400+ attendees).

## EXPERIENCE

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### STAFF ENGINEER

FEB 2024 - PRESENT

GOOGLE

REMOTE, NJ

- Led the Google Ad Manager response to Privacy Sandbox for video, publishing Protected Audience API for Video. Impact of revenue loss mitigation estimated to be 9 figures.
- Drove a 'Zero-Latency' roadmap for video advertising through vision, technical design and implementation. Initial results have a realized impact of 70% on key Connected-TV segments.
- Created and led a task force to improve fraud detection while improving inventory access, across 4 product areas.

### FAN OF ISAAC ASIMOV

FORMATIVE YEARS - PRESENT

AI HOBBY

NEW YORK, NY

- (aside) From a young age, I have had a deep fascination with SciFi literature and coding. I have fond memories of staying up late after school to read PDFs about modeling neurons in C++.
- A few years later, I was running bots to automate online mmorpg games. To evade bot-hunters I downloaded and annotated hundreds of Captchas to train a home-brew python OCR.
- My current project is a generative agent-based simulation (inspired by Concordia) of a language learning study-group. It is interactive through a diy Discord chatbot.

### TECH LEAD/MANAGER

MAR 2021 - FEB 2024

GOOGLE

REMOTE, NY

- Drove development of 16 distinct binaries enabling advertising in video players across Web, App and TV.
- Scaled product offering by emphasizing developer scalability and investments in tooling + automation.
- Responsible for xx trillion ad requests/year and 3x growth in impressions in my tenure.
- Developed the next generation of leads, including 4 promotions, while growing the team from 4 to 9 members.

TECH LEAD  
GOOGLE

FEB 2018 - MAR 2021  
NEW YORK, NY

- Championed and implemented a solution to bring Google-signed-in personalization to video advertising on Android.
- This new module is running on 1B+ devices, enabling low-latency cross-device advertising and unlocked a critical business partnership.
- Due to its performance and handling of user-privacy it has been generalized and expanded to solve for gBid (2023), AdMob (2023), GoogleTV (2024) and Waze (2025).
- Oversaw implementation of GDPR, CCPA and COPPA compliance for digital video advertising, impacting 2B+ impressions/day.

ENGINEERING MANAGER  
JW PLAYER

APRIL 2016 - JAN 2018  
NEW YORK, NY

- Interviewed, hired and built out the Data organization from 8 members to 30, as part of four independent teams.
- Successfully helped principal and senior engineers with career planning and coaching, through humbleness and asking questions.
- Drove data architecture decisions when scaling data systems, from 15k req/sec to 60k req/sec.
- Perform technical comparisons and break-even analysis of technology stacks, then negotiated package pricing with cloud providers including AWS, Snowflake and ModeAnalytics.

SENIOR SOFTWARE ENGINEER  
JW PLAYER

MAY 2014 - APRIL 2016  
NEW YORK, NY

- Redesigned the Javascript message bus for higher performance, shaving 20% off startup time, across 1 billion plays per month.
- Lead Engineer on implementing VPAID2 specification from the IAB, HLS standard from Apple, and Chromecast from Google.
- Prototyped and built a full-stack testing framework combining automated and manual tests. Regression testing decreased from 4 weeks to 1.5 weeks.

SOFTWARE ENGINEER  
FACTSET RESEARCH SYSTEMS

JUNE 2012 - APRIL 2014  
NEW YORK, NY

- Technical Lead on several web applications, setting the record for fastest rendering time among hundreds.
- Created a tool *p4-compare*, which let developers compare the cyclomatic complexity of their code changes against the baseline before committing it.
- Built out a toolkit for rapidly prototyping new reports, allowing teams in New York, Norwalk and London to search and share code as reusable modules.
- Learned to maintain, extend, and love legacy codebases. Or at least love refactoring them.

RESEARCH FELLOWSHIP WITH XEROX  
UNIVERSITY OF ROCHESTER HCI LAB

JUNE 2011 - MAY 2012  
ROCHESTER, NY

- Researched crowd-sourced real-time audio transcription for hearing-impaired internet users.
- Developed a management application for Amazon Mechanical Turk which allowed faster iteration on experiments.
- Awarded Xerox Fellowship for contributions to real-time processing of crowd inputs.

## SKILLS

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- **Leadership:** Management, Mentoring, Hiring, Performance Reviews, and Career Development
- **Programming Languages:** Java/Kotlin, JS/TS, C++, Python, and SQL
- **Data Experience:** Modeling, Logging Pipelines, Analytics, and Reporting
- **Interests:** Music, Civics, Gardening, and Chat Bots, Data Visualization
- **Favorite Places:** New York, Roma, Nanjing, Turks'n Caicos, and Tamarindo