DONATO E. BORRELLO
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EDUCATION

Bachelor of Science, Computer Science   May 2012
University of Rochester   Rochester, NY

RESEARCH

Promoted Content Selection and Delivery in a Television Platform
Utility patent (US20240314381), solving for secure user-addressability on TV platforms.

Online Sequence Alignment for Real-Time Audio Transcription by Non-Experts
White-paper on aligning tokenized input for optimal sequencing, published at AAAI 2012.

Real time Captioning by Non-Experts
White-paper on crowd-sourcing audio transcription, nominated for best paper at UIST.

EXPERIENCE

GOOGLE
Video Monetization in Google Ad Manager

Staff Engineer   2024 - Present
- Led video industry response to Privacy Sandbox for VAST advertising, publishing Protected Audience API for Video. Revenue estimation of 9 figures.
- Created a 'Zero-Latency' roadmap for instream video through full-stack technical design of a local caching system using predicted request targeting parameters.

Tech Lead / Manager   2021 - 2024
- Lead for a suite of video developer SDKs, responsible for O(10 Trillion) ad requests/year and 3x growth in impressions in my tenure.
- Designed and launched a full-stc

Senior Software Engineer   2018 - 2021
- Designed, built, and launched (1.5B devices) a full-stack system to enable Google-Ads personalization to video advertising in third-party Android apps.
- This system set the standard for user privacy and has been expanded to solve for gBid (2023), AdMob (2023), GoogleTV (2024) and Waze (2025).

JW PLAYER
Data Analytics Platform, providing infrastructure for reporting and ML

Engineering Manager   2016 - 2018
- Interviewed, hired and built out the Data organization from 8 members to 30, as part of four independent teams.
- Redesigned data pipelining architecture to reduce service outages from 0.15% to 0.01% while scaling from 15k req/sec to 60k req/sec.

Senior Software Engineer   2014 - 2016
- Developed a high performance video player, lead for implementing VPAID2, HLS and Chromecast support.
- Prototyped and built a full-stack testing framework combining automated and manual tests. Regression testing decreased from 4 weeks to 1.5 weeks.

FactSet Research Systems

Software Engineer 2012 - 2014
- Technical Lead on several web applications, setting the record for fastest rendering time among hundreds.
- Learned to maintain, extend, and love legacy codebases. Or at least love refactoring them.

University of Rochester HCI Lab

Research Scientist 2011 - 2012
- Researched crowd-sourced real-time audio transcription for hearing-impaired internet users.
- Awarded Xerox Fellowship for contributions to real-time processing of crowd inputs.

Other Contributions

Election Reform New York 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).

Skills

- **Data Experience:** Modeling , Logging , Pipelines , Analytics , Reporting
- **GenAI Experience:** Agent Design , Simulation Prompt Engineering , Fine Tuning
- **Leadership:** Hiring , Coaching , Performance Management , Career Development
- **Programming Languages:** Java/Kotlin , JS/TS , C++ , Python , SQL
- **Interests:** Music , Civics , Gardening , Chat Bots , Data Visualization
- **Favorite Places:** New York , Roma , Nanjing , Turks'n Caicos , Tamarindo