

Neha Crosby

Senior Staff Software Engineer at Google

Summary

N/A

Experience

Eng Lead in Video Advertising

2015 - Present

Working on improving the infrastructure and quality of video advertising on YouTube!

Software Engineer on Android at Google

2013 - 2015 (3 years)

Making the Google Search App on Android a better experience, and eventually making our whole phone much smarter by leveraging Google intelligence.

AdMob Quality at Google

January 2011 - 2013 (3 years)

Focused on improving the relevance of ads in mobile apps by building the next generation user models, ads auction, pricing and budgeting system. Major launches included:

- Launch of second price auction on AdMob: <http://googlemobileads.blogspot.com/2012/02/admob-auction-enhancements.html>
- Smoothening budget constrained advertiser spend through the day leading to better auction competition and gains in advertiser welfare.
- Selecting higher quality ads for budget constrained advertisers giving major improvements in advertiser ROI and user experience.
- Improved click prediction models trained via large scale machine learning infrastructure leading to significant revenue gains.

Search Quality

August 2005 - August 2008 (3 years 1 month)

- Significantly improved search quality of Google Video and YouTube by analyzing user click data, experimenting with new ranking functions, preventing click spam, and balancing fresh video content against established high quality videos.

- Launched search feature improvements on YouTube by adding query suggestions, query reduction to make long queries more effective and geo search giving users ability to find videos by location.
- Worked on next generation system for monitoring Google services running on large clusters of machines by creating engineering consoles and automating the storage of long-term monitoring data.

Education

MIT

Master's degree, Machine Learning, 2008 - 2010

University of Maryland College Park

Bachelor's degree, Mathematics and Computer Science, 2001 - 2005

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[Contact Neha on LinkedIn](#)