

Contact

www.linkedin.com/in/goodmangu
(LinkedIn)

Top Skills

Cheating wife
Mobile Devices
Mobile Applications

Languages

Mandarin, German, English

Certifications

Taming Big Data with Apache Spark
Taming Big Data with MapReduce
and Hadoop
Tackling the Challenges of Big Data
Microsoft Certified Systems Engineer
Sun Certified Java Programmer

Publications

Evolution of Mobile Cellular
Networks (Book Chapter), Handbook
of Computer Networks
Performance Evaluation of DCCP:
A Focus on Smoothness and TCP-
friendliness
Enabling Network-centric Music
Performance in Wide Area Networks
Network-centric Music Performance:
Practice and Experiments
Cellular Networks (Book Chapter),
in The Handbook of Technology
Management

Patents

Control Traffic Compression Method
in Media Data Transmission
Systems and Methods for Mobile
Integrated Ordering
A Relay for Hierarchical
Retransmissions in Multimedia
Streaming

Goodman Xiaoyuan Gu

Engineering Leader, Privacy-centric Machine Learning at Apple
Cupertino, California, United States

Summary

Results-driven and customer-focused ML, AI and Data Engineering leader with a track record of shipping high-profile products at scale. With a unique combination of technical prowess and business acumen, I aspire to lead teams to deliver business value with technology.

Specialties

- End-to-end Machine Learning workflow
- Data and analytics engineering
- Agile software development and continuous delivery

Experience

Apple

Engineering Leader, Privacy-centric Machine Learning
April 2021 - Present (2 years 1 month)
Cupertino, California, United States

Stats Perform

Vice President of Artificial Intelligence
November 2019 - March 2021 (1 year 5 months)
Greater Boston

- Lead the vision, strategy, planning, and execution of AI technology roadmap & OKR's
- Pivot AI from a lab to a product engineering org, from data science to knowledge science
- Architect Machine Learning Platform and Knowledge Graph Engine
- Achieve 10X acceleration of model deployment time and feature pipeline deployment, and 80% cost savings of main computer vision inference pipelines

Real-time Communication Adaptive
Control Method
System and Methods for High
Precision Indoor Positioning,
Navigation and Shopping Behavior
Profiling

- Build enterprise model repository, end-to-end ML workflow management, tracking, and lifecycle management from scratch for hundreds of models and thousands of experiments
- Lead, hire, develop and retain 50+ AI scientists and ML engineers from 3 centers of excellence on computer vision, predictive modeling, and ML Engineering
- Build AI products to maximize value creation from the most comprehensive datasets in sports and impact the experiences of billions of sports fans worldwide through working with leading tech, media companies, and top teams and leagues.

Cogito Corp

Head of Machine Learning Architecture

2018 - 2019 (1 year)

Greater Boston Area

- Led corporate-wide machine learning architecture and data analytics initiatives to drive 200% YoY revenue and customer growth
- Spearheaded active learning, data augmentation, machine learning platform rebuild, Enterprise Data Lake development and product analytics capabilities to help improve customer experience (CSAT/NPS) and operationalize AI

Atlassian

Head of Marketing Data Engineering

2016 - 2018 (2 years)

San Francisco

- Built big data products to support ~40% YoY user and revenue growth while empowering marketing and product analytics, paid acquisition (online advertising), social listening, and machine intelligence
- Led product engineering of marketing and growth data pipelines, predictive models, unified customer profile, and customer experience platform to improve customer onsite and in-product experience
- Built machine learning/data science capabilities around customer acquisition, expansion, and retention, e.g. conversion prediction, churn prediction, segmentation, sentiment analysis, topic modeling, attribution, etc to improve customer conversions and retention.

CPXi

Vice President of Technology

2014 - 2016 (2 years)

Greater Seattle Area

- Led corporate-wide data engineering, data science, analytics, and DevOps initiatives with multimillion dollar annual budget.
- Turn around and rebuilt the monolithic AdReady Demand Side Platform with a Microservices Architecture, injecting HTML5 and Dynamic Creative Optimization capabilities, which led to \$10M+ revenue impact and \$500k cost savings/year.

Dell Technologies

Director Of Engineering

2013 - 2014 (1 year)

Greater Seattle Area

- Headed global Mobile & Community Product Unit for engineering, product, program, and QA with \$120M+ revenue impact, developed mobile and social commerce strategy and roadmap
- Built international PartnerDirect App for channel business and Premier App for large enterprise eCommerce on time and under budget
- Managed team resources and staffing, developing teams of 40+ members

Amazon

Manager, Software Development

2012 - 2013 (1 year)

- Owned \$100M Mobile Social business and product engineering, driving 175% YoY growth; defined, formulated, and executed mobile social marketing tech roadmap
- Built cutting-edge mobile products around social gifting, social sharing, and social relevancy; delivered Amazon Birthday Gift mWeb experience, responsive transactional and direct emails (20% revenue lift), and various social plugins; these capabilities contributed to the bigger Amazon Shopping or Product Graph initiative
- Built a two-pizza team from scratch, managing resources, staffing, and development plans

Sears Holdings Corporation

Director of Engineering

2010 - 2012 (2 years)

- Built location analytics products to enable offline shopping behavior modeling and indoor proximity-based targeting, resulted in better customer shopping experience and 2 US patents
- Drove key initiatives on mobile commerce, payments, and performance engineering with \$100M+ revenue impact

Technische Universität Carolo-Wilhelmina zu Braunschweig
Project Lead, Research Staff Member
2003 - 2008 (5 years)

- Led the development of technologies that enabled the launch of a startup in online collaborative music
- Developed Machine Learning models for Autonomic Communications, resulting in funding of \$500K and 10+ publications at leading journals and conferences

Panasonic European Laboratories GmbH
Software Development Engineer
2001 - 2003 (2 years)

- Developed 3G/4G mobile communications protocol software (c++, Linux, Rational Rose) resulting in significant contributions to the firm's mobile multimedia platform and that at the partner NTT DoCoMo
- Generated three international patent applications in multimedia streaming and rate control
- Represented firm in IETF/3GPP protocol interoperability tests with prominent telecom companies, and enhanced firm's contributions to industry standards

Education

Massachusetts Institute of Technology
MSc, Engineering & Management · (2009 - 2010)

Harvard University
Harvard Business Analytics Program , Data Science · (2019 - 2022)

Harvard Kennedy School
Coursework on leadership, persuasion and communication · (2010 - 2010)

Technical University of Braunschweig
PhD Candidate (aka PhD dropout), Computer Science, Machine Learning (Reinforcement Learning), Internet Architecture · (2003 - 2008)