

GEORGE SAAD

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Education

University of Toronto

MASc (Thesis-based), Research in LLMs & Recommendation supervised by Prof. Scott Sanner

Sep. 2023 – Jan. 2025

GPA: 4.0 (out of 4.0)

University of Toronto

BASc in Engineering Science, Major in Machine Intelligence, Certificate in Engineering Business

Sep. 2019 – May 2023

GPA: 3.76 (out of 4.0)

Experience

Amazon

Applied Scientist

New York City, NY

Mar. 2025 – Present

- Built **RAG-based LLM** system using Claude & Amazon Nova models to generate personalized ad copy at scale, covering 100M+ daily customer searches & 20k+ brands, delivering a projected annual revenue increase of \$250M+

University of Toronto

Research Assistant

Toronto, ON

May 2023 – Feb. 2025

- Researching LLM-integrated conversational recommenders to advance state-of-the-art recommendation at D3M Lab

Teaching Assistant

Sep. 2021 – Dec. 2024

- Teaching Assistant for Python, Data Science, Data Structures & Algorithms (in C), and Computer Systems courses

Amazon

Applied Scientist Intern

Seattle, WA

Jun. 2024 – Sep. 2024

- Developed a model to improve product search ranking by 29%, impacting over 8.5 million weekly queries on Amazon
- Implemented & tested production-ready code to allow the engineering team to integrate with Amazon's search engine
- Performed extensive prototyping, literature review, and evaluation to present to 50+ team members, including scientists

Vector Institute

Applied Machine Learning Intern

Toronto, ON

Jan. 2023 – Sep. 2023

- Evaluated causal inference estimators such as **TARNet** and **Dragonnet**, on data with no ground truth counterfactuals
- Led lectures & hands-on sessions on causal estimation & recommender systems for 200+ technical participants, including data scientists and executives from 40+ teams across major sponsors such as RBC, Deloitte, Shopify & Air Canada

Meta (Instagram)

Software Engineer Intern

Menlo Park, CA

May 2022 – Jul. 2022

- Built a **Thrift** service to track over 260M external Instagram links daily, improving Ads ranking signals
- Developed app detection in **Swift/Kotlin**, boosting ad impressions by 120% for unlinked users
- Optimized Instagram Ads endpoints in **Hack (PHP)** and **Python Django**, reducing runtime and memory overhead

Content Turbine

Software Development Freelancer

Remote

Dec. 2020 – Sep. 2021

- Built NoSQL database & caching modules for Play!, Vert.x, & JHipster frameworks in **Java** using **Singleton** and **Dependency Injection (DI)** design patterns, with Guice and JUnit unit testing and ASCIIDOC documentation

Loblaw Digital

Software Development Co-op

Toronto, ON

May 2021 – Aug. 2021

- Researched & presented content targeting engine to the 40+ member PC Optimum team, increasing personalization

Publications / Research

Q-STRUM Debate: Query-Driven Contrastive Summarization for Recommendation Comparison | Paper

G. Saad, S. Sanner - *Findings of ACL 2025*

Elaborative Subtopic Query Reformulation for Broad and Indirect Queries in Travel Dest. Rec. | Paper

Q. Wen*, Y. Liu*, J. Zhang*, G. Saad, A. Korikov, Y. Sambale, S. Sanner - *ROEGEN @ RecSys 2024*

Multi-Aspect Reviewed-Item Retrieval via LLM Query Decomposition and Aspect Fusion | Paper

A. Korikov*, G. Saad*, E. Baron, M. Khan, M. Shah, S. Sanner - *IR-RAG @ SIGIR'24*

Using Pre-Training to Speed Up Deep Reinforcement Learning | Paper

G. Saad - *University of Toronto Undergraduate Thesis, 2023*

* indicates equal contributions.

Technical Skills

Languages: Python, Java, JavaScript, C/C++, PHP/Hack, HTML/CSS, YAML, PostgreSQL, MATLAB

Technologies: PyTorch, JAX, Numpy, Pandas, Scikit Learn, Matplotlib, Spring Boot, React, Node, Flask, Django