Gabe Scoggin

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San Francisco Bay Area, CA

Executive Leader • Technical Program Management

Senior Technical Program Management Executive with 20 years of experience leading global programs in Ads, Music, AI, Maps, and Safety. Proven track record scaling TPM teams, shipping ML products, and transforming operational systems at Google and Warner Music Group. Recognized for building high-performing teams, influencing C-level strategy, and driving measurable, cross-org impact.

Profile

Senior Executive in Technical Program Management with a track record of delivering results on a global scale. Former leader on the Google Ads Integrity Team, where I led large-scale ads abuse prevention programs reviewing billions in Ad revenue, protecting for financial fraud, and content policy abuse—leveraging machine learning. Drove metric-driven decision making. At Google, I was also a leader on the Google Maps GroundTruth program, developing cutting edge digital cartographic processes, and scaling operations globally; "marrying algorithms and elbow grease" to deliver 40+ countries in under two years.

Currently Sr. Director of Technical Program Management for Warner Music Group, where I established and scaled the first TPM team in Global Tech. My team drove critical programs e.g. stabilizing Warners Digital Music Supply Chain to Spotify and Apple. Launching the Pulse app for thousands of Artists and Songwriters. Led company-wide operational frameworks including—OKRs, launch governance, incident response, and RCA—anchored in KPIs and accountability. I have a track record of supporting executive engineering leaders, building high-performing teams, managing alignment across functions, leading with clarity, and driving velocity, execution, and impact.

Career Experience

Warner Music Group – Remote | June 2023 – Present
Head of Technical Program Management – Senior Director

Joined Warner Music Group to partner with Ariel Bardin and Vikram Gupta in leading the digital transformation of a major music label—focused on empowering artists, songwriters, and fans through technology. I built the TPM function in Eng from the ground up, with the goal of assembling the best pound-for-pound TPM team to drive execution and impact across the tech org. My team has led critical programs including stabilization of Warners Digital Music Supply Chain, the launch of artist-facing tools, and the rollout of core Marketing and A&R operational insight solutions.

- Founded WMG's Technical Program Management (TPM) organization; built the team from the ground up, owned hiring strategy, org design, and execution structure.
- Reorged TPM to align with the highest-priority cross-functional initiatives—maximizing execution focus, cross-team leverage, and business impact.
- Led the TPM office that delivered WMG Pulse, the company's flagship artist and songwriter platform—enabling creative career growth and catalog insights.
- Directed strategic planning across engineering, product, and business teams—driving alignment between executive priorities and day-to-day execution.
- Implemented OKR planning and launch tracking processes that pivoted the tech org—and company more broadly—toward a data-driven, outcome-oriented operating model; enabling greater transparency, communication, alignment, and accountability across all teams.
- Stood up a weekly operational review of critical KPIs, enabling leadership to monitor trends, assess execution health, and course-correct based on data in real time.
- Overhauled a fragmented vendor ecosystem—rationalized from 7 to 2 suppliers, and transitioned the engineering workforce from 98% TVC to 70%/30% FTE/TVC over a year, leading to a significant improvement in code quality, safety, delivery velocity, and long term value of the software products at WMG.
- Championed performance management initiatives, raising the bar on delivery and accountability while attracting and onboarding senior outside talent to strengthen the engineering and TPM bench.
- Established org-wide operational processes including Engineering Design Reviews, Incident Management, and Root Cause Analysis (RCA) programs—focused on preventing recurrence, driving systemic fixes, and ensuring data-backed accountability
- Mentored and managed TPMs and M1 managers, developing growth frameworks, clarifying role expectations, and instilling a culture of ownership and execution rigor.

Areas of Expertise
Board and C-level Comms
Executive Leadership &
Stakeholder Management
Distributed System Development
Org Design and Hiring Strategy
Org-Wide Program Delivery
Crisis & Incident Command
Data-Driven Operations & OKRs
Mobile App Development
TPM Team Building & Scaling
Cross-Functional Alignment
ML & AI Platforms
Launch Governance
KPI Driven Execution
Online Fraud, Abuse Prevention
Global Risk Mitigation Strategy
Digital Mapping

Leadership Skills

Strategic Execution & Alignment
Cross-Functional Influence
Crisis & Incident Leadership
Org Design & Team Building
Data-Driven Decision Making

Technical Skills

Programming:
Python, JavaScript, SQL, Node.js, React, MongoDB, AppScript, NPM

Data & Analytics:
Databricks, Snowflake, BigQuery, Google Analytics, Domo, Anaconda

AI:
ChatGPT, Claude, Gemini, Amazon Bedrock, Perplexity AI, GitHub Copilot, Canva AI, Adobe Lightroom, Meta LLaMA

Software Tools:
AWS CloudFront, New Relic, OpsGenie, Git, GitHub, Jira, Confluence, Glean

Google Tools:

Perforce/Piper, Blaze, Critique, Sphinx, Plx, Buganizer, Ariane, Google Analytics, Google AdWords, Google Ads, Google Analytics, Culvert, AppScript

Google Ads – Mountain View, CA | 2019 – June 2023
Senior Staff Technical Program Manager – Ads Safety

Led a team of TPMs responsible for high-severity ads policy abuse, financial fraud, and executive-level customer complaint escalations, directly supporting senior Google Ads leadership. Built scalable escalation response programs and drove cross-functional risk mitigation initiatives across policy, engineering, and legal. Owned delivery of critical, high-profile trust & safety programs, including political ads enforcement, transparency reporting, advertiser identity verification, and policy certification expansions.

Led company-wide efforts during global events, including COVID-19 response, Ukraine-Russia conflict, and emergent fraud schemes—driving situational awareness, incident response, and real-time decision-making. Spearheaded Red Team exercises, DiRT readiness, Tabletop simulations, and AI-based detection programs targeting malware, and platform manipulation. Known for driving alignment in ambiguous, high-risk environments and leading through crises with speed, structure, and credibility.

- Led TPM team managing high-severity escalations in ads policy abuse, financial fraud, and executive-level customer complaints, supporting top Google Ads leaders.
- Built and scaled global escalation response systems, improving time-to-resolution, coordination, and stakeholder trust across Legal, Policy, and Engineering.
- Delivered high-profile programs including political ads enforcement, advertiser identity verification, transparency reporting, and policy certification frameworks.
- Directed cross-functional responses to global crises—COVID-19, Ukraine/Russia conflict, and emergent fraud trends—driving situational awareness, mitigation, and execution under pressure.
- Spearheaded Red Team exercises, DiRT simulations, and tabletop scenarios to stress-test systems and improve organizational readiness.
- Partnered with engineering teams to deploy AI-based detection systems targeting malware, and coordinated platform manipulation.
- Drove alignment and risk mitigation across complex, ambiguous situations—operating with speed, coordinating and structuring response teams, and driving executive comms to foster trust and credibility to support response teams.

Google Ads – Mountain View, CA | 06/2015 – 09/2019
Senior Technical Program Manager, Ads Integrity

Founding TPM for Google Ads' first integrated Ads Integrity team—formed by combining Ads Review, Landing Page Quality, and Risk/Account Review into a unified Trust and Safety Eng and Product function, Ads Integrity, core to Ads Quality at Google. Partnered with the Eng VP and PM Director to stand up the new org structure, establish shared OKRs, and drive launch planning across 80+ Ad Product areas. Led the transition from legacy, human review and rule-based systems to scalable, ML-first enforcement—powering exponential growth, scaled and extensible enforcement, transparency, and customer support automation across the Ads ecosystem.

- Built the new team in partnership with VP of Engineering and Director of Product, implementing shared OKRs and launch tracking across previously siloed groups.
- Organized cross-functional planning between Trust & Safety Ops, Legal, PR, Marketing, and Ads Product to align policy, enforcement, and product roadmaps.
- Drove ground truth data generation and policy automation efforts to accelerate ML model development and enforcement accuracy.
- Led the deprecation of legacy enforcement systems, enabling scale, performance, and compliance for future product growth.
- Consulted on and onboarded new ad formats, ensuring safety standards and enforcement capabilities were in place at launch.
- Developed policy certification and transparency programs to support sensitive verticals and regulated spaces.
- Designed and implemented hybrid ML + human review workflows, improving enforcement precision and operational efficiency. Scaled the TPM team from 1 to 15, leading hiring, coaching, and team development during rapid growth.
- Successfully migrated 80+ ad products to ML-based enforcement in 4 years—without disrupting innovation or 20%+ annual business growth.

Google Maps – Maps for Business - Mountain View, CA | 2014-2015
Technical Program Manager, M4B

Sole TPM for Google's Enterprise Maps initiative, focused on building a competitive alternative to GIS/ESRI through Google Maps Engine and My Maps. Led programs to enable a marketplace of geospatial datasets and a curated gallery of classic and modern maps—targeting business and consumer use cases across education, risk assessment, urban planning, and exploration.

- Drove development of APIs and platform infrastructure to support custom map experiences and data layering at scale.
- Launched support for datasets spanning flood zones, crime data, school quality, wildlife migration, and disaster history (fires, earthquakes, volcanoes).
- Personally QC'd, maintained, and curated the map and dataset marketplace, ensuring data accuracy, relevance, and compliance.
- Vetted and onboarded external data partners—leading both technical integrations and contract negotiations to enable commercial licensing.
- Led advocacy and engagement programs with early adopters, NGOs, and agencies to validate product-market fit and grow usage.
- Represented Google at the UN Geospatial Data Governance Conference, speaking on the importance of open access to geographic data for global resilience and equity.
- Helped position Google Maps Engine as a cloud-native alternative to traditional GIS, driving early traction in public and private sector use cases.

Google Maps, Ground Truth - Mountain View, CA| 2008 - 2014
Technical Program Manager

Founding Program Manager for Google's Ground Truth initiative, the core R&D and operational platform that enabled Google Maps' global accuracy and richness. Helped invent and scale a multi-stage mapping pipeline that integrated Street View, Google Local Search, public data, and algorithmic intelligence with global operations to produce high-accuracy maps across 75+ countries.

- Led development of the first end-to-end Ground Truth mapping stages, integrating imagery, mobile data signals, and public datasets into structured, routable, and semantically rich map data to replace TeleAtlas and TomTom data, saving $300M annual licensing cost.
- Drove technical collaboration across R&D Eng, Map Client Product Teams, and Operations Teams; delivering features supporting routing, transit, bike paths, turn lanes, water bodies, airports, and more leading to Google's digital map industry dominance.
- Scaled data operations globally, including setting up high-throughput, lower cost, mapping processes via offshored ops teams in India.
- Partnered with engineering to define core algorithms and feedback loops for improving map coverage, accuracy, and update velocity.
- Delivered high-fidelity maps across North America, Europe, Asia, and South America, enabling flagship Google services in Navigation, Local Search, Transit, and Explore.