Mitchell Wyle, PhD

Bellevue, WA ▪ 425.249.3936 ▪ mfw@wyle.org ▪ https://www.linkedin.com/in/mitchwyle/

Applied Science Leader
Recognized Expert builds high-performing science teams that deliver success
Applied Science culture of curiosity, engagement, customer obsession

- Forward thinking Engineering & Science Leader building teams that deliver business growth and generate billion dollar incremental revenue for Fortune 100 companies
- Expert machine learning global team leader, managed 100 people and $150 million budget
- Customer-focused organizations nurturing and empowering team members to reach their true personal potential while delivering exceptional business results
- Excels in shaping and executing high-performing organizational culture; strong, demonstrated skill at hiring, retaining, & developing great talent
- Skilled at transforming underperforming organizations and building teams from scratch
- Exceptional motivator and communicator who strategically influences decision makers at all levels

AREAS OF IMPACT

Executive Vision, Strategy, & Direction ▪ Applied Scientific Research ▪ Transparent Leadership ▪ Organizational Grit ▪ Trust Builder ▪ Employee Development ▪ Revenue Growth ▪ Customer Focus ▪ Development Velocity ▪ ML-Ops ▪ Engineering Excellence ▪ Highly-effective communicator

KEY HIGHLIGHTS

- **Innovation Leadership:** Applied science, visionary key results, economics mindset
- **Trailblazing Leadership:** Empowerment, transparency, accountability, engagement
- **Global Business Impact:** revenue growth, delighted customers, customer loyalty, Invited (keynote) speaker
- **Employee Loyalty, Recognition:** highest-measured "upward feedback" scores from the organization's scientists

CAREER OVERVIEW

eBay, Bellevue, WA   **1/2016 – 12/2/2021**

DIRECTOR, Applied Science and Engineering Customer Growth (Marketing), 1/2016-12/2/2021

Led 5 Global Engineering and 3 Science teams within Marketing Organization, enabling delivery of $500M top-line revenue and $100M YoY incremental revenue. Oversaw architecture, design, engineering, operation, DevSecOps, estimation, planning, scheduling, and reporting of 100 people in Marketing Tech teams. Oversaw budget of $1M and reported to VP Marketing.

Revenue Growth, Global Technical Leadership and Vision

- Transformed 5 underperforming teams in Marketing Technology, total of 85 engineers & 16 scientists in a span of 18 months. Improved baseline service measurements. **Impact: 45% relative increase in service availability, reliability, and buyer services**.
  - Led development of a dozen new science models & software services. Impact: generated $600M top-line revenue, $100M incremental YOY revenue. (Published 4 patents, 3 papers and increased employee engagement survey score by 40%.
- Co-created the vision, OKRs, and multi-year roadmap for delivering "the right marketing message to the right consumer at the right time on the right medium". **Impact: optimization of customer delight, revenue, brand loyalty, and share of wallet.**
  - Led global Science teams in the creation of global relevance, cross-channel, multi-label optimization models. Led Engineering teams in the development of customer relationship management and MLOps systems. **Impact: decreased marketing message volume in email and mobile push led to higher engagement, better conversion.**
- Introduced new strategy, system, and processes focused on Customer Success, SLOs, and SLIs (time-to-detect, time-to-diagnose, time-to-mitigate etc). **Impact: improved customer delight, availability, reliability, and quality of marketing services by 75%.**
- Reduced department's spend on consultants: **Impact: $>1M in savings**

Organizational Improvement and Culture Transformation

- Co-created a new strategy and led large-scale systemic transformation of dysfunctional Marketing organization: forged trust relationships with leaders and key influencers at all levels, exemplified and rewarded a culture of open, direct communication. Established new KPIs. **Impact: Sustainable change, significant improvement in ALL employees' engagement scores, software quality, and in engineering excellence.**

Enterprise-wide Initiatives & Thought Leadership

- Introduced new "step up" objective criteria for performance evaluation and promotion for Engineering and Applied Scientist (company-wide skills, behavior, knowledge, experience, and teamwork) and instituted formal performance calibrations.
- Instituted a new program mandating that each employee has at least one personal growth goal unrelated to KPI.
- Dedicated budget for Engineers and Scientists to attend academic, research, and professional conferences, including report-out presentations increasing employees' visibility across the enterprise and improving training.
- Introduced the concept of succession planning to eBay and instituted bi-annual succession planning with recorded plans for every employee in the Marketing Tech organizations.

Cross Division Communication and Collaboration Improvement

- Identified and eliminated sources of friction between Marketing and other divisions; established cross-team projects and cross-team-based incentives; forged relationships with leaders. **Impact: roadmap alignment & barrier removal**
- Initiated and published, for 3 years, a very popular internal weekly newsletter and blog with > 1000 subscribers, disseminating key organizational information and useful internal services/methods. **Impact: Increase in engagement scores and focus.**
- Steered monthly regional manager Round Table for peer mentoring, networking and idea-sharing among leaders.
- Quoted, highlighted, and linked-to best presentations, specs, code etc. to encourage & celebrate exemplary work of engineers and scientists.
- Actively guided daily customer-affecting issue triage "Dawn Patrol," providing oversight and customer-focus

SR. MANAGER, Engineering Department, 1/2011-1/2016

Managed Zero-touch Hadoop system and automated infrastructure.

Innovation

- Expanded "Trust Science" team by hiring 5 Applied Machine Learning researchers and guided the team to develop and deliver new prediction models: account takeover, buyer risk, seller risk. Delivered the first-ever "bad buyer experience" model that demoted relevance of high-risk items and high-risk sellers. **Impact: $1.1B in bottom-line savings. The model was adopted by multiple divisions (Shipping, Brand, Payments, Sales, Member-To-Member Communications, Customer Service) and is still in use**.
- Built Hadoop Infrastructure Automation team of 6; developed 30,000-node big data Hadoop software with security features. **Impact: enabled zero-touch automated management of clusters for system recovery, job recovery and updates.**
- Co-founded the eBay Research University Partnership for Technology (eRUPT), established & ran Research Grant Program. **Impact: foster joint R&D with universities to develop and exploit new technology for business.**
- Instituted, organized, and chaired the annual eBay Applied Science Conference for Applied Researchers & Scientists encompassing all eBay scientists globally with sessions in EU, China, USA.

Microsoft, Redmond, WA   1/2006 – 1/2010

OPERATIONS ARCHITECT, Product Quality Online, 1/2010-1/2016

Consistently expanded responsibilities and received promotions. Architected the operational and storage environment for an enterprise search system in the customer service & support area. Led teams in the architecture, planning, and design of monitoring and control framework for a next-generation enterprise search engine. Improved practices & process quality for product engineering.

- Enterprise search relevance & document lifecycle
- scale-out for incremental indexing

SR. ENGINEERING MANAGER, Engineering Excellence, 4/2006-1/2010

Developed Microsoft "Development Excellence" curriculum and helped deliver training world-wide; Developed eLearning and Instructor-led training curricula, wrote white papers, and job aids; taught classes to Developers in Project Management, Agile Methods, Scrum, software design, coding, and customer focus.

- Initiated and led Human Performance Technology (HPT) assessments and coached senior engineering leaders across divisions. **Impact: improvement in employee engagement, morale and decreased attrition of top talent.**

Euphorion Inc. (formerly DataMain, Inc.), Milpitas, CA

CO-FOUNDER, VP OF ENGINEERING & CHIEF SCIENTIST

Led the business planning, finances, development and delivery of products & services of a multi-million dollar enterprise. Built web Software Development teams and personally led teams to deliver IT consulting and custom Internet software.

- Served as an architect and Team Lead for all company's contributions to the world's largest on-line poll, including concept, design, and implementation of extremely high-performance Apache web applications; registration and authentication system, real-time demographic statistical calculations and more.

Selected Publications:

- [Bayesian and Empirical Bayesian Forests](#)
- [Retrieving Highly Dynamic, Widely Distributed Information](#)
- [A comparison of textual information retention from computer screens and paper](#)
- [Inferring User Identity](#)

Thought Leadership

Created, organized, executed annual eBay Applied Science Conference, 2 years

Invited Speaker at Consumer Identity conferences, Rotterdam, 2018

Invited [keynote speaker](#) at European Identity conference, Munich, 2018

TECHNOLOGY PROFILE

Data Science, Machine Learning, Experimentation, Customer Focus, Software Design & Development, DevSecOps, MLOps, Software Quality Assurance, Design for scale, maintenance, Reliability Engineering

EDUCATION

PhD in Computer Science, ETH Zurich (Swiss Federal Institute of Technology), Zurich, Switzerland

MSc in Computer Science, Villanova University, Villanova, PA

BSc in Biomedical Engineering, Case Western Reserve University, Cleveland, OH

AWARDS & RECOGNITION

Critical Talent Award, eBay Inc., 2018

Gold Star Award, Microsoft, 2010

Additional:

Native fluency in English, German