

Palermo Penano

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Citizenship: Canadian | **Residence:** Toronto, Ontario | **Languages:** English, Filipino

Yelp

Engineering Manager, Lead Optimization | Toronto, ON (Remote) | Nov 2023 – Present

- Lead a team of **7 engineers** (applied scientists, ML engineers, and backend engineers) responsible for Yelp's **Request-a-Quote matching system**, which supports **650K+ user-created projects monthly** and operates within an org driving **\$880M+ in advertiser revenue** (2024).
- Scaled the team from **4 to 7 engineers** in **6 months** through recruitment and internal transfers. The team consists of **1 tech lead, 6 senior engineers, and 1 junior engineer**.
- Organized the team's IRL and introduced process improvements to enhance project development and team velocity, including an **LLM-powered on-point requests helper, a team calendar, and a GPT for performance calibration**.
- **Onboarded the team's product manager** and currently **mentoring a new engineering manager**.

Senior Applied Scientist, Ad Bidding Optimization | Toronto, ON (Remote) | Nov 2021 – Nov 2023

- Led the development of an updated mechanism that boosted underperforming advertisers in the ad auction, **reducing cost per lead by ~3%** and driving an estimated **\$6.05M in annual recurring revenue**.
- Designed and analyzed several experiments to improve Yelp's real-time ad bidding system.
- Onboarded and mentored **two new team members**.
- Developed an **internal teaching tool** to explain Yelp's ad bidding system.
- Conducted **28 system design interviews** for applied scientist and ML engineer roles.

Scotiabank

Senior Data Scientist, International Banking Analytics | Toronto, ON | Feb 2020 – Nov 2021

- Managed 2 data scientists, developing ML models for retail banking in Chile.
- Delivered +5 use cases, including attrition models, loan-sale predictions, and rate optimization.
- Oversaw model deployment using JupyterHub, Airflow, and Google Cloud.
- Conducted a machine learning workshop for 70+ bank employees.

Data Scientist, Decision Sciences Team | Toronto, ON | May 2018 – Feb 2020

- Developed ML models for sentiment analysis, risk prediction, and document processing.
- Mentored co-ops and onboarded two full-time data scientists.

University of Toronto

Researcher | Toronto, ON | Apr 2012 – Aug 2017

- Conducted empirical research on international trade theory and development economics.
- Designed and taught a 3rd-year International Trade Theory course for 100+ students.

Education

M.A., Economics | University of Toronto | 2012

B.A., Accounting and Economics | York University | 2011