Guang-Tong Zhou

CONTACT

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LinkedIn	https://www.linkedin.com/in/gtzhou/

SKILLS

Programming	• **Python**, **C++**
Machine Learning	• Experienced with **state-of-the-art ML algorithms** and **end-to-end ML systems**
Ads Ranking	• Experienced with large-scale **Ads Recommender System** and **Ads Signal Loss** solutions
Cloud Security	• Experienced with **malicious activity detection**, **log analysis**, and **health monitoring**
Computer Vision	• Experienced with **image/video understanding**, **object recognition**, and **semantic segmentation**

EDUCATION

Ph.D.	• **Computer Science,** Simon Fraser University, Burnaby, BC, Canada	2015/11
Master of Science	• **Computer Science**, Shandong University, Jinan, China	2010/06
Bachelor of Science	• **Computer Science,** Shandong University, Jinan, China	2007/06

TECHNICAL WORK EXPERIENCE

Staff Research Scientist	**Meta Ads CoreML**, Bellevue, WA	2018/06-Now
	• 2019: Increased **Meta revenue by ~1%** with multi-stage recall optimization.	
	• 2020: Increased **Meta revenue by ~1%** with ads selection modeling.	
	• 2021: Increased **Meta revenue by ~0.5%** with model calibration bias reduction.	
	• 2022-Now: Increased **Meta revenue by ~1%** with modeled attribution and App AEMv2.	
Principal Researcher	**Oracle Labs**, Vancouver, Canada	2015/12-2018/04
	• ML-based malicious activity detection for Oracle Public Cloud, with **5 US patents published**	
Intern	**SAP**, Vancouver, Canada	2014/09-2015/05
Intern	**Disney Research**, Pittsburgh, PA	2013/09-2013/12

RESEARCH EXPERIENCE

Research Assistant	**Dr. Greg Mori**, **Simon Fraser University**, Burnaby, BC, Canada	2011/01-2015/11
	• Published **10+ papers** in top conferences/journals, with **1000+ citations** ([google scholar](#)).	
	• Taught **Machine Learning** (Fall 2011) and **Data Structures and Algorithms** (Spring 2011).	
Paper Reviewer	• Conferences: **IJCAI** (2013), **NIPS** (2014,2015,2017), **CVPR** (2018, 2019, 2022), **ICCV** (2022)	
	• Journals: **TKDD** (2013), **CVIU** (2014), **TPAMI** (2014, 2016, 2017)	

SELECTED PUBLICATIONS

[TPAMI'19] • **Structured Label Inference for Visual Understanding**.

Nelson Nauata, Hexiang Hu, Guang-Tong Zhou, Zhiwei Deng, Zicheng Liao and Greg Mori.

IEEE Transactions on Pattern Analysis and Machine Intelligence, 2019.

[CVPR'16] • **Learning Structured Inference Neural Networks with Label Relations**.

Hexiang Hu, Guang-Tong Zhou, Zhiwei Deng, Zicheng Liao and Greg Mori.

IEEE Computer Vision and Pattern Recognition, 2016.

[THESIS'15] • **Toward Scene Recognition by Discovering Semantic Structures and Parts**.

Ph.D. Thesis, Simon Fraser University, 2015.

[ARXIV'15] • **Hierarchical Maximum-Margin Clustering**.

Guang-Tong Zhou, Sung Ju Hwang, Mark Schmidt, Leonid Sigal and Greg Mori.

arXiv:1502.01827, 2015.

[CVPRW'15] • **Discovering Human Interactions in Videos with Limited Data Labeling**.

Mehran Khodabandeh, Arash Vahdat, Guang-Tong Zhou, et al.

Workshop on Group and Crowd Behavior Analysis and Understanding (at CVPR), 2015.

[ECCVW'14] • **Learning Action Primitives for Multi-Level Video Event Understanding**.

Tian Lan, Lei Chen, Zhiwei Deng, Guang-Tong Zhou and Greg Mori.

International Workshop on Visual Surveillance and Re-Identification (at ECCV), 2014.

[ECCV'14] • **Discovering Video Clusters from Visual Features and Noisy Tags**.

Arash Vahdat, Guang-Tong Zhou and Greg Mori.

European Conference on Computer Vision, 2014.

[NIPS'13] • **Latent Maximum Margin Clustering**.

Guang-Tong Zhou, Tian Lan, Arash Vahdat and Greg Mori.

Neural Information Processing Systems, 2013.

[CVPR'13] • **Learning Class-to-Image Distance with Object Matchings**.

Guang-Tong Zhou, Tian Lan, Weilong Yang and Greg Mori.

IEEE Computer Vision and Pattern Recognition, 2013.

[MLJ'13] • **Mass Estimation**.

Kai Ming Ting, Guang-Tong Zhou, Fei Tony Liu and Swee Chuan Tan.

Machine Learning Journal, 90(1):127-160, 2013.

[PR'12] • **Relevance Feature Mapping for Content-Based Multimedia Information Retrieval**.

Guang-Tong Zhou, Kai Ming Ting, Fei Tony Liu and Yilong Yin.

Pattern Recognition, 45(4):1707-1720, 2012.

[KDDW'10] • **Relevance Feature Mapping for Content-Based Image Retrieval**.

Guang-Tong Zhou, Kai Ming Ting, Fei Tony Liu and Yilong Yin.

Workshop on Multimedia Data Mining (at KDD), 2010.

[KDD'10] • **Mass Estimation and Its Applications**.

Kai Ming Ting, Guang-Tong Zhou, Fei Tony Liu and Swee Chuan Tan.

ACM SIGKDD Conference on Knowledge Discovery and Data Mining, 2010.

[EJASP'10] • **K-means Based Fingerprint Segmentation with Sensor Interoperability**.

Gongping Yang, Guang-Tong Zhou, Yilong Yin and Xiukun Yang.

EURASIP Journal on Advances in Signal Processing, 2010(1):729378, 2010.