

Jan Pedersen

Objective

Bring new information access technologies to product

Education

Phd in Statistics Stanford University

BA in Statistics Princeton University

Professional experience

Twitter Inc. 2017 San Francisco, Ca

VP Data Science: 2017 Jan - Nov

- Led the Data Science team of embedded data scientists, applied researchers, and machine learning (ML) engineers. Key responsibilities: measured and analyzed key growth metrics, answered product questions through data, built models for abuse detection and new user recommendations, and developed productivity enhancing infrastructure for ML. Key results achieved: stabilized the ML infrastructure team and developed and deployed a ML-platform strategy that attracted additional funding.
- Managed 100+ engineers and scientists and rebuilt/stabilized teams at four sites: San Francisco, Boulder, New York City and Boston.

Microsoft Corp 2009 – 2017 Mountain View, Ca

Technical Fellow: 2016 – 2017 (Jan)

- Led the Bing Core Relevance and Index Serve infrastructure teams. Key responsibilities: improve quality of algorithmic search results, latency and overall cost of serving. Key results achieved: upgraded Index Serve to handle passage retrieval and developed Deep Neural Net models for answer extraction and ranking.

Distinguished Engineer: 2012 – 2016

- Led the Bing Core Relevance team (CR). The CR team was responsible for all aspects of Bing algorithmic search quality which included query completion, query understanding, query rewriting, core ranking, contextual ranking and personalization, whole page optimization, metrics, and data mining, experimentation infrastructure.
- Managed over 350+ developers at four sites; Bellevue WA, Mountain View CA, London UK and Munich GR. In addition, successfully established a close collaboration with associated teams in Beijing and Hyderabad.

Partner Development Manager: 2010 – 2012

- Led the Whole Page Relevance team. Key responsibilities: late-stage content organization and display organization. Deployed features included rich captions, entity-attribute answers, quality improvements in federated answer triggering and blending, principled page weight reduction, and ad annotations.

- Managed 85+ developers distributed over three sites; Bellevue WA, San Francisco CA, and Mountain View CA. Also as a remote site GM, managed a small program management (PM) and test team.

Chief Scientist, Core Search: 2009 – 2010

- Co-authored two long-range planning documents for Bing Relevance. These include 3 to 5 year plans for new relevance initiatives that improve current search quality and create new opportunities.

A9

2008 – 2009

Palo Alto, Ca

Chief Scientist

- Participated in the development of the 2009 operating plan for both product search and A9's ClickRiver performance marketing product. Architected a self-service architecture for the A9 search stack that leverages Amazon's EC2 and S3 utility computing infrastructures and developed a strategy for improving A9's metrics methodology.

Yahoo! Inc

2003 – 2008

Sunnyvale, Ca

Chief Scientist and VP, Search and Advertising Technology Group

- Initiated work on marketplace simulation and auction design for the sponsored search product. Facilitated the hiring of economists and other experts to deepen our understanding of this technology area. Co-chaired the Marketplace Design Group who defined the marketplace rules for the Panama relaunch of the sponsored search product.
- Instituted the Relevance group, a science team devoted to search algorithm development, from the various advanced development groups brought in by acquisition. Scaled the Relevance group from 20 to 90 scientists and engineers.
- Led the development of several key Web Search Technologies:
 - Machine Learned Ranking: a methodology for disciplined continuous improvement of search relevance ranking.
 - Query Speller: a text mining system that derives from the analysis of query logs very accurate run-time spelling corrections.

AltaVista

2002 – 2003

Palo Alto, Ca

Chief Scientist

- Set technical direction for the staff of 100+ engineers. Chaired a Scientific Advisory Board including Jerry Friedman (Stanford), Hector Garcia Molina (Stanford) and Marti Hearst (UC Berkeley). Participated in setting company strategy which included involvement in acquisition and disclosure discussions with Overture and Yahoo!

Various Startups 2000 – 2002

Chief Scientist: Enkata Systems (2002)
CRM analytics

Engineering Director: Centrata (2001)
Datacenter process automation.

VP Engineering: Open Grid (2000)
Internet-based application sharing.

Infoseek/Go 1998 – 2000 Sunnyvale, Ca

Director, Search and Spidering / Director, Advanced Technology

- Responsible for design, engineering, product management and operations of the core Infoseek Search Service within Go Network with an annual budget of \$6M,\$40M in revenues and 5.3Billion page views. Managed four groups with a total staff of 20 and an annual budget of \$6M.

Verity Inc 1996 - 1998 Sunnyvale, Ca

Director, Server Group/ Manager, Advanced Technology Group

- Responsible for new Knowledge Organizer product development: integrated search and text categorization.

Xerox PARC 1986 - 1996 Palo Alto, CA

Area Manager, Quantitative Content Analysis

- Led research into information access systems

Member of the Technical Staff

- Contributed to the Interlisp-D operating System

Patents and publications

[Fifteen issued patents.](#)

[Over thirty refereed publications on information access topics.](#)

Professional memberships

ACM Distinguished Scientist

Hobbies

Reading, walking, cooking.