

FAISAL RAMADAN

HEAD OF TECHNOLOGY

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New York, NY
Portfolio: <https://headof.technology>

PROFILE

Experienced Technical Leader with 15 years' experience in cross-functional engineering strategies, delivering large-scale applications to meet global objectives. Successful in building, managing, and leading skilled engineering teams, including growing new engineering managers.

CAREER ACHIEVEMENTS

- Enabled 42% (\$610 Million) of Fee Revenue & \$16 Billion in Media Spend across 75% of Partner-covered Large Customer Sales.
 - Launched technologies driving \$450 Million Ads growth with an 85% partner attachment rate, resulting in 2700+ Tech Maturity Projects annually at \$150K per project.
 - Led Global Ads Format Unification for Professional Services reducing 39% FTE of Customer Solution Engineering.
 - Led the launch of 75+ localized solutions in 30+ countries for global products (YouTube, Maps, DV360, AdWords, Analytics, etc.), reaching millions of users from general users to agencies and large customers.
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STRENGTHS AND SKILLS

- Technical Leadership
 - Operational Excellence
 - Operating Models
 - Technical Program Management
 - Agile Project Management
 - Scalable Solution Architecture
 - People Management
 - Development Methodologies
 - Product Requirements Documentation
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TECHNICAL EXPERTISE

Typescript, SASS, Python, System Design, REST API Design, Spring Boot, Vaadin (Hilla), Web Authentication, Sign-in Strategies, Salting Patterns, IAM, SQL & NOSQL Cloud-Managed Services, App Engine, Firebase, GCP

EXPERIENCE

Head of Tools and Infrastructure, L7, Technical Professional Services 03/2020 - Present
Google Inc. New York, NY

- Led team of 25+ Engineers, Managers, & Contractors delivering 40+ web applications & components for Google Marketing Platform Partners, HoldCos, OpCos, Advertisers, & Agencies.
- Scaled IAM Model to 3rd Party Companies and their employees to access Google-delivered resources specific to role assignment within their organization for Google's Digital Business Transformation initiative.
- Managed onboarding of 3rd Party Companies, overseeing IAM setup, user identification, credential provisioning, and Access Authorization for Access Control reconciliation for [Enterprise Marketing Portal](#).
- Designed and deployed large-scale Authentication and Authorization Platform for Google's extended Professional Services, arm enabling access to certification-gated solutions for thousands of 3rd Party Companies.
- Spearheaded global Digital Transformation Series, allowing Google to deliver a maturity assessment to clients with the [One Google Maturity Framework](#) and enabling Google to be a strategic partner across C-Suite Engagement.
- Solved for Ads Platform tooling proliferation via multi-year product roadmap and requirements for Ads portal, [Enterprise Marketing Portal](#), consolidating all sales-enablement & external tools for LCS & GCS customers.
- Architected a distributed system design initiative, Partner Services Directory, enabling clients to match with [Google Ads Partners](#) based on location, certification, and services offered.

Senior Manager, Partner Solution Engineering, L6, 3rd Party Ecosystem 09/2017 -03/2020
Google Inc. New York, NY

- Managed team of 23 Partner Solution Engineers with primary goal of driving Google Ads Marketing revenue growth, scaling out Partner Program offerings & driving 3rd party maturity to minimize in-house servicing needs.
- Formalized Partner Solution Engineering, aligning with Google Marketing Platform's strategy through governance implementations and operating model shifts from project-centric to a more agile-based model.
- Designed system components, REST API, RPC, web authentication, sign-in strategies including salting, session token management, and caching patterns for Partners to access Google-delivered resources for their business.
- Delivered Ads Data Lake, used by thousands of Googlers. a predictive analysis solution for performance and revenue forecasting and expected partner maturity across [GMP](#).
- Led technical roadmap, launched Partner Performance Index to measure GMP 3rd party company performance across defined KPIs for Sales, Supports, and Services orgs.

Product Technology Lead, L6, Technical Solutions and Insights 02/2015 - 09/2017
Google Inc. New York, NY

- Managed team of 10 Product Technology Managers & Web Solution Engineers in developing external tools for YouTube, AdX, GA4, DBM, DV360 AdWords, Analytics, DoubleClick, Google Web Designer.
- Designed cloud-serviced web application with database scaling, sharding, indexing, various caching patterns, and web security authentication leveraging salting techniques.
- Created 16-week Ladder Transfer Program, included course lectures, exercises and grading assignments to upskill 46+ Googlers for eligible transfer from non-technical roles to technical roles.

Manager I, L5, Technical Solution Consultant, Product Operations 09/2014 - 12/2015
Google Inc. New York, NY

- Authored PRDs, system architecture, cross-product integration, and ownership of Design Docs, Privacy Design Docs, & Technical Analysis for Google Marketing Platform.

Web Solutions Engineer III, Technical Solutions and Insights 05/2011 - 09/2014
Google Inc. New York, NY

- Delivered significant javascript improvements to key pieces of infrastructure, The Teracent Enabler, compiled technology included in every Google Ads formats that enables dynamic content in ads display.

EDUCATION

- **Polytechnic Institute of New York University** Brooklyn, NY
Master of Science, MS, Computer Science, 2006
- **St. John's University** Queens, NY
Bachelor of Science, BS, Computer Science, 2004

AWARDS AND RECOGNITION

- **Best in Class, Tech Excellence**, Google gTech Premium Services 07/2021
Awarded for exceptional thought-leadership in elevating technical agility and standards
- **Trailblazer Award For Innovation**, Google gTech Product Operations 11/2018
Awarded for demonstrating exceptional leadership in delivering transformational technical solutions