

# FAISAL RAMADAN

## HEAD OF TECHNOLOGY

Portfolio: <https://headof.technology>

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New York, NY

### 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 developing rising talent engineering managers.

### CAREER ACHIEVEMENTS

- Influenced 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.
- Reduced ~39% Headcount across Customer Solution Engineering Roles for Professional Services by driving Global Ads Format Unification Strategy for interactive ads builder IDE, Google Web Designer.
- 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.

### STRENGTHS AND SKILLS

- Technical Leadership
- Technical Program Management
- People Management
- P&L Management
- Operations Management
- Operational Excellence
- Solution Architecture
- Development Methodologies
- Distributed System Design
- AdTech Solution Design
- Operating Models
- Frontend & Backend Development
- Scalable Solution Development
- Product Requirements Documentation (PRD)
- Identity Access Management (IAM)

### TECHNICAL EXPERTISE

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

### EXPERIENCE

**HEAD OF SCALED SOLUTIONS & PLATFORMS ENGINEERING, L7, Professional Services** 03/2020 - Present  
**Google Inc.** New York, NY

- Led organization of 45+ Engineers, Managers, & Contractors delivering 120+ web apps, components, and customer-centric solutions at scale for Google Marketing Platform Partners, HoldCos, OpCos, Advertisers & Agencies.
- Restructured tier-2 partner-enablement organization, aligned with global 10x objectives, and improved functional processes through operational excellence, tech-transformation operating model, global tooling strategy.
- Solved AdTech tooling proliferation by driving multi-year product roadmap and requirements for advertiser, agency & partner portal, [Enterprise Marketing Portal](#), centralizing all sales-enablement & tooling for LCS and GCS customers.
- Designed and launched the Partner Services Directory for the Google Marketing Platform (GMP), enabling clients to match with [Google Ads Partners](#) based on location, certification, and services offered.
- 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.
- Accelerated Google's Digital Business Transformation Initiative by scaling an IAM Model to 3rd Party Companies

allowing them access to Google-gated resources based on role assignment within their organization.

- Designed large-scale Authentication and Authorization Platform for Google's Professional Services arm, enabling access to certification-gated solutions for thousands of 3rd Party Companies.
- Led key activities to onboard 3rd Party Companies including key activities in the IAM configuration phase such as user identification, credential provisioning, and Access Authorization for Access Control reconciliation for [EMP](#).

**SENIOR MANAGER, PARTNER SOLUTION ENGINEERING, L6, Professional Services** 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 Partner strategy through governance, implementations and operating model shifting from project-centric to a more agile-based model.
- Drove key system design decisions: API, RPC, web auth, sign-in strategies including salting, session token management, caching patterns; to enable Ad Partners to service their book of business via Google-based resources.
- Solved internal, disparate CRM solutions by delivering the Ads Data Lake, used by thousands of Googlers, a solution leveraging predictive analysis to forecast revenue, performance & expected partner maturity across [GMP](#).
- Authored white papers to solve Google Ads ecosystem problem of disparate database systems not distinguishing between Partners and Agencies, their book of business, Media Spend & Revenue, x-product feature adoption, etc.

**MANAGER II, PRODUCT TECHNOLOGY LEAD, L6, Technical Solutions, gTech Ads** 02/2015 - 09/2017  
**Google Inc.** New York, NY

- Managed team of 10 Product Technology Managers & Web Solution Engineers in developing scalable solutions 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.
- Curated and delivered a 16-week Ladder Transfer Program, including delivering course lectures, exercises and grading assignments to upskill 46+ Googlers for eligible transfer from non-technical roles to technical roles.

**MANAGER I, TECHNICAL SOLUTION CONSULTANT, L5, Product Operations, gTech Ads** 09/2014 - 12/2015  
**Google Inc.** New York, NY

- Authored several PRDs, architected systems & delivered cross product integrations while owning and driving Design Docs, Privacy Design Docs, & Technical Analysis across the Google Marketing Platform landscape.

**WEB SOLUTIONS ENGINEER III, Dynamic Ads Platforms, gTech Ads** 05/2011 - 09/2014  
**Google Inc.** New York, NY

- Owned & delivered significant improvements to key pieces of infrastructure that enables dynamic content to display in ads, the Teracent Enabler, compiled technology included in every dynamic ads requiring Google Ads functionality.

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## 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*

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## 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*