Grant Kushida

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Technical leader of high-performing software development teams, with a proven track record of deploying sophisticated data-driven applications at massive scale.

Experience

Innovid - Vice President of Engineering, Measurement (12/2019 to Present)
Engineering and data science lead for Innovid Insights product, providing advanced CTV/Cross-Device measurement analytics to Innovid ad serving clients. Team developed the product from conception and product-market fit discovery to rollout and adoption by many of Innovid's largest and most demanding clients.
Following TVSquared's acquisition by Innovid, architected and drove initial phases of consolidating all Innovid measurement into a single unified platform. In 2023, transitioned all Measurement development to a single consolidated UK-based team.
- Led engineering and data science teams consisting of former Conversion Logic staff plus existing Innovid resources (12 team members at peak)
- Aligned Innovid Insights client needs and desires with technical architecture and stack, defining projects and deploying resources to achieve product-market fit and iterate towards full deployment for advertisers at massive scale
- Led technical integration between acquired TVSquared platform and existing Innovid measurement and ad-serving systems, reconciling architecture, product and implementation differences into a cohesive unification plan
- Mentored tech leads for Front-End, Data Engineering and Data Science sub-teams, helping them to achieve high-quality, sustainable output
- Ensured team cultural and technical fit within the larger, inter-continental Innovid organization, by exemplifying Innovid engineering principles while also promoting new innovations from within the Insights team
- Developed core analytics components providing interactive household-level reach/frequency/overlap reporting across many sliceable dimensions of massive Innovid video campaigns
- Primary Tech Stack: Snowflake, dbt, Argo, K8S, ReactJS, python on AWS

Conversion Logic - Head of Engineering (8/2014 to 12/2019)
Founding engineering lead for Conversion Logic's cross-channel multi-touch attribution product. Built the product and team from zero to a fully-realized advanced analytics platform integrated into the the media processes of massive brands and agencies.
- Led engineering organization consisting of front-end, data engineering and devops teams, combining former teammates with externally-sourced candidates (12 team members at peak)
- Aligned client expectations with technical architecture and development projects to ensure the sustainable, ongoing delivery of innovative attribution analytics capabilities

- Empowered client-facing, non-engineering data operations teams with proper tools, procedures and guardrails to enable demanding clients to process and report on messy, multi-party ad-tech data with high quality and specificity
- Developed core analytics and architectural components for processing multi-tenant, cross-channel attribution workflows at massive scale
- Primary Tech Stack: Snowflake, dbt, Redshift, PostgreSQL, K8S, python on AWS

Shopzilla/Connexity – Vice President of Engineering (8/2013 to 8/2014)
Senior tech leader of Shopzilla Platform Engineering team responsible for core merchant inventory feed processing, product search engine, and SEO/SEM systems powering consumer and B2B product lines. Also led engineering and data science teams building audience targeting capabilities based on internal consumer behavioral data.

The Rubicon Project - Director of Technology (11/2010 to 7/2013)
Technical lead for Mobile Server-to-Server integration, exposing Rubicon mobile inventory to ad networks via their own proprietary APIs. Architected solution based on extensions to existing RTB system and UIs; drove project to completion utilizing resources from several engineering teams; resolved issues with vendor integration and provided monitoring and optimization support during production rollout.

Continued as technical lead for MyAds self-serve display advertising product (acquired from Fox Audience Network). Conceived, scoped, planned and executed a new real-time bidding system, replacing the legacy ad-server, to expose MyAds advertisers to full 4B+/day impressions of Rubicon publisher inventory.

Fox Audience Network - Senior Director (3/2009 to 11/2010)
Technical lead for MyAds self-serve display advertising platform
enabling advertisers to traffic highly-targeted ads to the 150M+ unique users
of the Fox Audience Network. Directed engineering, QA, DBA, and operations
resources to deliver high-quality releases on an iterative schedule while maintaining
system reliability and scalability.

Yahoo, Inc. - Senior Manager (1/2004 to 2/2009)
Sr. Manager, Keystone: Tech lead and primary architect for publisher page retrieval,
machine-learning analysis and real-time serving components of next-generation
contextual ad serving system. Responsible for architectural vision,
planning, prioritization and design of C++-based serving system, balancing
product goals with research initiatives, technical requirements and
operational realities. Delivered Keystone system incrementally, going from
a handful of impressions to over 1B/day.
Sr. Manager, Content Match: Tech lead of combined research/engineering
team applying machine-learning, natural language processing and other approaches for
contextual analysis within the LCCM content-match serving system.
Sr. Manager, Offer Applications: Tech lead for editorial workflow and

keyword-recommendation components of the massive Panama re-platforming project.

Overture Inc. - Contractor / Lead Developer (5/2002 to 1/2004)
Lead Developer, Advertiser Applications: Tech lead of combined engineering/research team applying machine-learning approaches to editorial content analysis and workflow efficiency optimization.

Scripps Networks - Consultant (1/2002 to 5/2002)
Lead architect for implementation of WebWare Mambo digital asset management workflow package to support Scripps Networks' video-on-demand initiative.

Kiko, Inc. - System Architect (9/1999 to 1/2002)
Principal architect and senior team lead of ASP platform providing content-management, authoring and assessment solutions for online education, corporate training and certifications.

Education

Bachelor of Computer Science, Harvey Mudd College, Claremont CA