

Yesua Sedat Behar

Engineering Leader

sedatbehar@gmail.com • 201-281-3737
<https://www.linkedin.com/in/sedatbehar> • Tenafly, NJ

SUMMARY

Engineering leader who delivers outsized business impact through small, high-leverage teams and cross-organizational governance. At Google, drives format strategy across \$11B in Display traffic, with team-led initiatives contributing \$400M ARR last year — including \$60M from generative AI (patent pending) and \$60M from layout optimization. Previously Director of Engineering at Prudential Financial, scaling a 40-engineer organization across five teams and partnering with the CTO on multi-year strategy, capacity, and budget for Prudential's digital portfolio.

PROFESSIONAL EXPERIENCE

Google, Inc. New York, NY

2022 – Present

Engineering Manager, Display Formats

Lead a team of six engineers driving format strategy and innovation for Google Display Advertising, with direct partnership across Product, UX, and Engineering leadership. Display Formats sit at the intersection of advertiser performance, publisher revenue, and end-user experience across \$11B in display traffic.

Business Impact & Team Leadership

- Delivered \$400M in attributed ARR over the past year through new and optimized display formats, including \$60M from generative AI initiatives and \$60M from model-based layout optimization.
- Sustained 6% annual ARR growth on Display Formats across a three-year tenure — a notable result on a mature multi-billion-dollar surface where incremental percentage points compound to hundreds of millions in revenue.
- Own format roadmap and OKR planning for Responsive Display Ads, the highest-volume format in Google's display network, balancing advertiser ROI, publisher yield, and user experience as competing optimization targets.
- Manage performance reviews, promotion cases, and career development for six engineers; advocate for team members through Google's calibration and promotion processes.

Technical Innovation

- **Co-inventor (patent pending) on generative AI methods for synthetic creation and enhancement of advertising image and text assets**, contributing \$60M ARR by lifting click quality and conversion rates while reducing advertiser asset-creation overhead.
- Architected model-based layout optimization, enabling multiple winning ad permutations to be served dynamically per traffic source. Contributed \$50M ARR through CTR lift across Display surfaces.
- Set technical direction for the team's GenAI roadmap in partnership with Product and Research, including build-versus-leverage decisions across internal Google models.

Cross-Organizational Governance

- Sit on weekly launch-approval and UX-review councils governing releases across the broader Display organization, alongside peer engineering managers, my manager, and occasionally Director-level leadership.
- Review several hundred launches across Display annually, building cross-team pattern recognition that informs my own team's roadmap and risk posture.
- Present quarterly to Director and VP-level stakeholders on team progress, format strategy, and forward-looking initiatives.

Prudential Financial, Newark, NJ

2018 – 2022

Director of Engineering, Digital Customer Experience

Led engineering for Prudential's flagship digital surfaces — Prudential.com and PGIM marketing platforms — driving customer-facing personalization, self-service capabilities, and platform modernization. Grew from three teams at hire to five teams at departure, with approximately 40 engineers across full-time and consulting staff reporting through tech leads.

Business Impact

- Doubled traffic and lifted engagement 80% on PGIM marketing sites through a complete redesign and migration to a Drupal and Angular stack with templated component libraries enabling rapid site and content delivery.
- Launched personalized marketing interstitials on Prudential.com reaching 3M unique monthly users, lifting response rate 8% and reducing call-center volume through expanded self-service.
- Consolidated common service platform, reducing service surface by 60% and materially lowering integration and maintenance costs across application owners.

Platform & Architecture

- Stood up enterprise API gateway and service-bus architecture, reducing integration cost and unlocking application-team velocity across Prudential's digital portfolio.
- Built API-driven integrations for alerts, notifications, and transactional flows, replacing brittle point-to-point connections.
- Simplified release-management governance, removing low-value steps and reducing time-to-deploy across portfolio teams.

Organizational & Executive Leadership

- Scaled engineering organization from three teams to five (~40 engineers) over four years, building the tech-lead layer and partnering with talent and procurement to balance full-time and consulting capacity.
- Reported to VP of Digital; partnered regularly with the CTO, peer VPs, and Chief of Staff on multi-year strategy, capacity planning, forecasting, and engineering budget.
- Contributed to annual planning and resource allocation across five teams, advising on consulting-spend tradeoffs and prioritization across the digital portfolio.

Moody's Analytics, New York, NY

2014 – 2018

Tech Lead/Associate Director

Led engineering for the Capital Structure product line and co-architected the Moodys.com platform modernization, working at the intersection of financial data, analyst tooling, and modern web architecture.

Capital Structure (Data Capture, API, and Visualization)

- Built rapid-development team and delivered the Capital Structure product from the ground up on an aggressive timeline.
- Designed the data-capture tool enabling analysts to import, edit, and publish corporate-structure data, compose outlooks, and construct family trees.
- Delivered RIAs rendering grid, tree, and graph visualizations of capital structures using D3 and React.
- Designed Capital Structure API for internal and external consumption with authentication and authorization
- Established full CI automation via Jenkins with point-and-click deployment to higher environments.
- Scaled to 20+ analysts capturing profiles for 1,000+ entities representing \$5T in debt data.

Moodys.com Modernization

- Co-architect of the platform migration from .NET SharePoint to a modern Node.js stack on Hapi.js, React, and Redux.
- Composed RIAs as independently versioned NPM packages, enabling parallel team development across the platform.

- Stood up the API gateway with Kong and full automation pipeline spanning Git, private NPM repos, and containerized deployment to Nginx and Node.
- Microservices architecture on Web API 2 / Owin / Katana templates for rapid service buildout, future proofing for cloud migration.

Credit View 2.0

- Delivered Credit View 2.0 RIAs with client-side PDF and Excel generation, microservices backend, and React Router-based bootstrapping to reduce server load.

EARLIER EXPERIENCE

Westcon Group, Tarrytown, NY — *IT Architect*, 2006–2014. Architected Westcon's global e-commerce platform spanning 22 sites across 14 countries and integrated 30+ partner companies on three continents through the Westcon Web Services Framework on BizTalk and JD Edwards. Led data-center consolidation and full virtualization onto Cisco UCS and stood up a Captiva OCR pipeline processing ~200,000 documents annually with no human intervention.

Wyndham Hotels, Parsippany, NJ — *Senior Software Developer*, 2004–2006. Maintained enterprise Identity Management systems (Oblix NetPoint) and engineered integrations with downstream business applications across the Wyndham platform.

Net2S, New York, NY — *Consultant*, 2003. Identity Management consulting practice; specialized in enterprise IAM implementations.

EDUCATION

Brandeis University, Waltham, MA

Master of Arts in Computer Science '03

Bachelor of Science in Computer Science & Economics '02

TECHNICAL PROFICIENCIES

Languages & Frameworks: C#, Java, Node.js, JavaScript/TypeScript, Python, React, Redux, Angular, .NET

Platforms & Infrastructure: LLMs, Agents and AI Driven development (Claude, Gemini), AWS, Google Cloud, Docker, MongoDB, SQL Server, Oracle, MySQL, Redis, Neo4j, REST, GraphQL, API Gateways (Kong, MuleSoft, Apigee)

LANGUAGES & VOLUNTEER WORK

Languages: Bilingual English / Turkish; conversational Hebrew and Spanish.

Non-Profit Leadership: President, Sephardic Brotherhood of America (Forest Hills, NY) Led 501(c)(3) nonprofit supporting cultural and educational initiatives; managed \$5M budget, 9 board members, 10+ annual events.

President, American Friends of Turkish Jewry (New York, NY).