

## Sören Preibusch, Ph.D.

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**Professional profile and career track.** Proven research leader with track record in industry and academia. Experienced in building, scaling, and leading international research teams. Track record of delivering research that drives strategy and delivers measurably positive impact for users and the business of Google's ads products. Driver of strategic talent development programmes. Prior career at Microsoft Research and University of Cambridge. Reviewer for National Science Foundation and European Commission.

### *Staff UX Researcher and Manager at Google, Mountain View, CA (since 05/2018)*

- User experience research manager for Google's advertising products (incl. Google Ads, Google Marketing Platform, totalling \$100b+ annual revenue) driving product excellence, user engagement, and revenue through quantitative research.
- Research partner across functions (incl. Engineering, Product Management, Design) and organisational units up to VP-level.
- Evangelising value of research to grow team to 20 full-time and contract quantitative researchers and data scientists across 5 locations (US, EMEA).
- Delivering research for \$150m+ incremental revenue for Search and Display Ads through growth research (behavioural science plus data science).
- Establishing first quantitative rapid research programme at Google to enable fast data-driven decisions and position research as innovation partner.
- Driving UX talent development programme to be rolled out across Google to upskill UX for organisational future-readiness (with HR). Defining capabilities to assess skill gaps, develop existing and hire missing talent.
- Steering quantitative UX research at Google to advance craft and community, redefining hiring process. Steering company-wide community initiatives incl. UX Research All Hands.

### *Senior UX Researcher and Manager at Google, Mountain View, CA (07/2016 – 04/2018)*

- Led team of quantitative researchers on AdWords and DoubleClick across 3 locations.
- Grew team 3x to provide tactical and strategic research guidance up to VP level in Product Management, Engineering, Sales, and Design, including: AdWords frontend relaunch, revenue growth initiative, product excellence, and multiple product launches.
- Implemented principled research planning and prioritisation, increased operational excellence.

### *Quantitative User Experience Researcher at Google, Mountain View, CA (01/2015 – 07/2016)*

- Provided tactical and foundational insights into AdWords for the Google Display Network.
- Worked with senior PM, Engineering, Sales, and fellow researchers to understand advertisers' usage of multibillion-dollar product, and to drive product excellence.
- On the consumer side, worked across product areas on user trust and privacy issues.

### *Postdoctoral Researcher at Microsoft Research, Cambridge, UK (10/2012 – 10/2014)*

- Privacy research to advance state of the art and provide business intelligence to engineering, legal, marketing.
- Privacy lead for Microsoft Research Cambridge (since 10/2013): worked with Legal, IT, and central privacy management to conduct formal privacy reviews for releases. Provided guidance on research, privacy advice to 100+ researchers, training, and outreach (Data Privacy Day).
- Worked with corporate Trustworthy Computing, Legal and Marketing to pioneer effectiveness measures for proactive privacy messaging in UK tele-sales.
- Worked with EU policy team in Brussels to scope next phase of Microsoft Cloud Computing Research Centre.
- Set up new director-level collaboration between Microsoft Research and Xbox Marketing.

## Education

*Ph.D. in Computer Science, University of Cambridge, UK (10/2008 – 09/2012)*

- Dissertation: Privacy choices online: preferences, incentives and enforcement
- Scholarships by: German National Academic Foundation; University of Cambridge Computer Laboratory, Wheeler Memorial Bursary; Cambridge European Trust

*Diploma in Industrial Engineering (Dipl.-Ing.), Technical University Berlin, Germany (10/2001 – 09/2008)*

- A\* with distinction / 1.1; the best of 220 graduates in the academic year
- Thesis: Economic Aspects of Privacy Negotiations.  
School of Economics and Management, 2008 (A\* / 1.0)
- Thesis: Verifying Industrial Software by Translating Object-Z to SMV.  
School of Electrical Engineering and Computer Sciences, 2008 (A\* / 1.0)

**Academic profile.** Privacy scholar with more than a decade of experience. Multiple invited talks, including NIST (US Department of Commerce), the IWGDPT (International working group of data protection enforcement authorities) and ENISA (European Commission). Reviewer for National Science Foundation and European Commission. Track record in privacy research, fluent on empirical methods to quantify consumers' privacy concerns, behaviours, and the competitive advantage of privacy.

- Understanding consumers' online privacy choices at scale through behavioural economics. Advancing research methods in design and deployment of large-scale lab experiments ( $N=300$  to  $500$ ), field studies and log analyses to quantify consumers' privacy concerns and behaviours.
- Describing supply and demand-side privacy choices in top Web activities (search, shopping, social) to measure the value of privacy and privacy-enhancing features, and how businesses compete on privacy.
- Studying measurement techniques for privacy concerns and statistically describe their diversity, temporal evolution and variation across countries. Further research interests in discrimination-aware data mining and automated / tool-supported decision-making.
- 1600+ citations on Google Scholar. H-index: 19.

## Selected journal publications in privacy economics and technology

- Berendt, [Preibusch](#). Toward Accountable Discrimination-Aware Data Mining, in: *Big Data*, vol. 5(2), pp. 135–152, 2017
- [Preibusch](#), Peetz, Acar, Berendt. Shopping for privacy: Purchase details leaked to PayPal, in: *Electronic Commerce Research and Applications*, vol. 15, pp. 52–64, 2016
- [Preibusch](#). The Value of Web Search Privacy, in: *IEEE Security & Privacy*, vol. 13(5), pp. 24–32, 2015
- Krol, [Preibusch](#). Effortless Privacy Negotiations, in: *IEEE Security & Privacy*, vol. 13(3), pp. 88–91, 2015
- [Preibusch](#). The brief impact of exposed state surveillance on privacy attitudes and behaviour. in: *Communications of the ACM*, vol. 58(5), pp. 48-55, 2015
- Berendt, [Preibusch](#). Better decision support through exploratory discrimination-aware data mining: foundations and empirical evidence. in: *Artificial Intelligence and Law*, vol. 22(2), pp. 175-209, Springer, 2014
- [Preibusch](#). Guide to measuring privacy concern: Review of survey and observational instruments. in: *International Journal of Human-Computer Studies*, vol. 71(12), pp. 1133-1143, Elsevier, 2013
- [Preibusch](#), Kübler, Beresford. Price versus privacy: an experiment into the competitive advantage of collecting less personal information. in: *Electronic Commerce Research*, vol. 13(4), pp. 423-455, Springer, 2013
- Beresford, Kübler, [Preibusch](#). Unwillingness to Pay for Privacy: A Field Experiment. in: *Economics Letters*, vol. 117(1), pp. 25-27, Elsevier, 2012
- Berendt, [Preibusch](#), Teltzrow. A privacy-protecting business analytics service for online transactions. in: *Intl. Journal of Electronic Commerce*, vol. 12(3), pp. 115-150, M.E. Sharpe, 2008

### **Selected conference publications in privacy economics and technology**

- Such, Porter, [Preibusch](#), Joinson. Photo Privacy Conflicts in Social Media: A Large-scale Empirical Study. Conference on Human Factors in Computing Systems (CHI), Denver, Colorado / USA, 2017
- Krol, [Preibusch](#). Control versus Effort in Privacy Warnings for Webforms. Workshop on Privacy in the Electronic Society (WPES), Vienna / Austria, 2016
- [Preibusch](#), Peetz, Acar, Berendt. Purchase details leaked to PayPal. 19th Intl. Conf. on Financial Cryptography (FC), Puerto Rico / USA, 2015
- Liebling, [Preibusch](#). Privacy Considerations for a Pervasive Eye Tracking World. 4th Intl. Workshop on Pervasive Eye Tracking and Mobile Eye-Based Interaction, at UbiComp, Seattle / USA, 2014
- [Preibusch](#). Managing diversity in privacy preferences: How to construct a privacy typology. Symposium On Usable Privacy and Security Workshops (SOUPS), Menlo Park / USA, 2014
- Malheiros, [Preibusch](#). Sign-Up or Give-Up: Exploring User Drop-Out in Web Service Registration. Symposium On Usable Privacy and Security Workshops (SOUPS), Newcastle / UK, 2013
- Malheiros, [Preibusch](#), Sasse. "Fairly truthful": The impact of perceived effort, fairness, relevance, and sensitivity on personal data disclosure. 6th Intl. Conference on Trust & Trustworthy Computing (TRUST), London / UK, 2013
- [Preibusch](#), Krol, Beresford. The privacy economics of voluntary over-disclosure on Web forms. 11th Workshop on the Economics of Information Security (WEIS), Berlin / Germany, 2012
- Bonneau, [Preibusch](#), Anderson. A birthday present every eleven wallets? The security of customer-chosen banking PINs. 16th Intl. Conf. on Financial Cryptography (FC), Kralendijk / Netherlands, 2012
- [Preibusch](#), Bonneau. The privacy landscape: product differentiation on data collection. 10th Workshop on the Economics of Information Security (WEIS), Fairfax / USA, 2011
- [Preibusch](#). Information flow control for static enforcement of user-defined privacy policies. IEEE Intl. Symposium on Policies for Distributed Systems and Networks (POLICY), Pisa / Italy, 2011
- [Preibusch](#), Bonneau. The Password Game: Negative Externalities from Weak Password Practices. 1st Intl. Conf. on Decision and Game Theory for Security (GameSec), Berlin / Germany, 2010
- Bonneau, [Preibusch](#). The password thicket: technical and market failures in human authentication on the web. 9th Workshop on the Economics of Information Security (WEIS), Harvard / USA, 2010
- Bonneau, [Preibusch](#). The Privacy Jungle: On the Market for Data Protection in Social Networks. 8th Workshop on the Economics of Information Security (WEIS), London / UK, 2009
- [Preibusch](#), Hoser, Gürses, Berendt. Ubiquitous social networks – opportunities and challenges for privacy-aware user modelling. Ubiquitous Knowledge Discovery for User Modeling (K-DUUM), Corfu / Greece, 2007

### **Selected talks at professional and policy conferences**

- [Preibusch](#), on 'The Right Privacy Controls for Social Search' at Dagstuhl Seminar 13312 on 'My Life, Shared - Trust and Privacy in the Age of Ubiquitous Experience Sharing', 2013
- [Preibusch](#), on the 'Propertisation of personal data' panel discussion at For Your Eyes Only: Privacy, Empowerment and Technology in the Context of Online Social Networks 2012, organised by EMSOC
- [Preibusch](#), on privacy in web search at the 'Expert workshop: Economic Value of Personal Information' at the Amsterdam Privacy Conference 2012, organised by the European Commission's Joint Research Center (JRC) Institute for Prospective Technological Studies (IPTS)
- [Preibusch](#), on the 'Privacy' panel discussion at the Data Days 2012, organised by nugg.ad
- [Preibusch](#), on 'Data Protection in Social Media' at the Annual International Data Protection and Privacy Conference, Privacy Laws and Business, 2011
- [Preibusch](#), on 'Data Protection in Social Networks' at The DataGuidance 5th Annual European Data Protection Intensive, 2011