



COMPUTER SCIENCE AND ENGINEERING DISTINGUISHED ALUMNI AWARD



Established in 2004, this award recognizes an alumnus or alumna who has distinguished himself/herself as a leader in the computer science and engineering profession through professional contributions, public service, and personal accomplishments. Nominations are made by faculty, alumni, and other supporters of the department. The winner is selected by the department chairperson and advisory committee.



*Dr. Jianchang (JC) Mao, PhD '94,
Computer Science*

Dr. Jianchang (JC) Mao is vice president and head of advertising sciences at Yahoo! Labs, overseeing the R&D of advertising technologies and products including search advertising, contextual advertising, display advertising, targeting, and categorization. He was also the science/

engineering director responsible for the development of back-end technologies for several

Yahoo! social search products, including Yahoo! Answers.

Prior to joining Yahoo!, Dr. Mao was director of emerging technologies and principal architect at Verity Inc., a leader in Enterprise Search (acquired by Autonomy), from 2000 to 2004. Prior to this, he was a research staff member at the IBM Almaden Research Center from 1994 to 2000, after receiving his PhD degree in computer science from MSU in 1994.

Dr. Mao received the prestigious Yahoo! Leadership Superstar Award (for vice presidents and above) in 2010 for "his tremendous impact on Yahoo!'s advertising business and for exemplifying the Yahoo! leadership standard. His leadership in advertising sciences has yielded significant monetary benefits for Yahoo! and, more importantly, set the stage for significant innovation in advertising." Two of his teams also received separate corporate awards in 2010 for delivering Yahoo!'s next-generation advertisement inventory management system that powers the guaranteed delivery display advertising system (with billions of dollars in revenue) and for

delivering numerous innovations in sponsored search (also with billions of dollars in revenue). Dr. Mao received another Yahoo! Superstar Team Award (as a team co-captain) for delivering Keystone, a new generation of contextual matching product in 2008.

During his tenure at IBM Almaden Research Center from 1994 to 2000, he received several IBM Outstanding Technical Achievement Awards and IBM Research Division Awards for outstanding contributions to the IBM postal address recognition system product, documents and forms processing systems, and intelligent character recognition technology.

His research interests include machine learning, data mining, information retrieval, computational advertising, social networks, pattern recognition, and image processing. He has published more than 50 papers in journals, book chapters, and conferences, and holds 20 U.S. patents. Dr. Mao received an IEEE *Transactions on Neural Networks* Outstanding Paper Award in 1996 and an Honorable Mention Award from the International Pattern Recognition Society in 1993. He served as an associate editor of the IEEE *Transactions on Neural Networks* (1999-2000), and as a founding editorial board member (1997-2000) of the *Pattern Analysis and Applications* journal. He has served on the Technical Committee of the Web Intelligence Consortium since 2002 and on the MSU CSE Strategic Partners Council since 2009.

Dr. Mao credits the training he received in the CSE department for his career success. He notes that Dr. Anil Jain, his adviser while he was at MSU, has become his long-time mentor. "I deeply cherish my PhD experience at MSU," he says.

He and his wife, Yao Chen, also a CSE graduate, live in San Jose, California. They have two children: son David who was born while the couple was at MSU, and daughter Julie. Dr. Mao likes reading, jogging, and skiing.

