ilke kaya

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I enjoy working on unsolved problems at the intersection of machine learning, product management and human-centered design. I have been fortunate to contribute to products like Microsoft 365, Xbox and Hulu that make machine intelligence ubiquitous for millions of people every day. I self-published a thesis in itô calculus during my last tenure at Microsoft on September 15th, 2023.

work experience

Principal Product Manager at Microsoft. 5/2018 to 12/2023 in Redmond, WA.
I led the transformation of Outlook apps and services including designing and productizing the patented incubation of Context IQ. I incubated M365 Feed, working directly with multinational corporations embedded into their success management organizations. I assisted the European Commission on AI and Digital Market laws.

Senior Product Manager / Manager, PM at Hulu. 10/2013 to 4/2017 in Santa Monica, CA.
I was the first PM hire to build Hulu's recommendation engine. I led several teams across the globe, overseeing Hulu grow from a free ad-supported website to a global subscription brand. I have several highly cited recsys patents through my work here that all model life, as we were the first ad-supported subscription service in the US to deliver a commercially successful D-MVPD. I oversaw 200+ local broadcasts being integrated in a compliant fashion into all form factors, and operated across various businesses and partnership types.

Software Engineer / Program Manager at Microsoft. 2/2010 to 8/2013 in Bellevue, WA.
I was a member of the founding team of Microsoft's search engine, Bing. I started as a software engineer, building systems that acquire and reason over world's information and make them available to Microsoft products like Bing and Xbox. I then switched to program management in the core ranking team, working on metrics for measuring and improving session success for semantic search for text and voice queries.

education

MS in Intelligent Agents at Brown University. 9/2008 to 12/2009 in Providence, RI.
Applied research in multi-agent systems with a focus on digital supply chain and ad auctions under the supervision of Professor Amy Greenwald.

BS in Computer Science & Math at Sabanci University. 9/2004 to 6/2008 in Istanbul, TR.
Applied research in natural language processing with a focus on automated machine understanding and translation of Turkish under the supervision of Professor Kemal Oflazer.

patents

Inline search based on intent detection**.** Microsoft, 2023.
Generation and selection of actions for entities in a video delivery system. Hulu, 2019.
Personalized content ranking across sources in a video delivery system. Hulu, 2017.
Relevance table aggregation in a database system for video recommendations. Hulu, 2016.

entrepreneurship

I reimplemented the original blockchain paper as a part of my thesis in itô calculus, and have two protective companies solely owned by me as I released billions of bots over social media to find real people in solidarity with musicians and artists and protest the tech dominance of content distribution. These are ILKELI MEDYA LLC and ILKELI MEDYA TEKNOLOJILERI AŞ in Turkey. My mother is a folk music singer in Turkey and I play the drums and bass guitar. I produce live events across the globe through these companies.