

# Mehmet H. Göker

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[www.goker.us](http://www.goker.us)

Highly experienced technology leader with a proven track record of developing and delivering innovative, intelligent and intuitive real-world information systems.

## AREAS OF EXPERTISE

Management of Research, Development and Professional Services teams, specifically related to:

Recommender Systems	Decision Support Systems	Customer Self-Service	Knowledge Management
Expertise Locators	Personalization	Business Intelligence	Information Retrieval
Machine Learning	Data Mining	Case-Based Reasoning	Social Network Analysis

## PROFESSIONAL EXPERIENCE

### **Salesforce.com, San Francisco, CA**

Salesforce.com is the leader in Enterprise Cloud Computing applications.

#### **Vice President, Data and Analytics (Showcase CRM)**

**August 2010 – now**

As part of the Showcase CRM organization within Salesforce.com, my team and I develop data-driven systems that enable us to assess the state of Salesforce.com deployments, help account teams to improve enterprise wide adoption, ensure renewals and reduce attrition, and assist customers to get the best possible value from their investment.

### **Strands Labs, Inc. , San Francisco, CA**

Strands Labs (<http://corp.strands.com>) develops recommendation, personalization and social networking technologies to help people discover items of interest.

#### **Vice President of Recommendation Technologies**

**November 2009 – March 2010**

As the Vice President of Recommendation Technologies, I was responsible for the technology, algorithms and architecture of the recommendation and personalization engine incorporated in Strands' products. I revised the algorithms of the core recommendation engine, devised methods to evaluate recommendation quality and specified the architecture for a recommendation platform that could be leveraged across product lines.

### **PricewaterhouseCoopers LLP, Center for Advanced Research, San Jose, CA**

The PricewaterhouseCoopers Center for Advanced Research (CAR) conducts PwC-sponsored research and development on business problems that have no known solution in the marketplace (<http://www.pwc.com/CAR>).

#### **Research Director**

**May 2004 – July 2009**

As a Research Director, I was in charge of a research and development team comprised of machine learning and data mining experts, software engineers and architects, database and data-warehouse developers as well as usability and subject matter experts. We developed and deployed systems that leverage firm internal and external data sources to support PwC personnel in winning and delivering work.

- Project Insight is a Recommender System that enables PwC personnel to proactively approach potential clients with service offerings. It links and mines large amounts of internal and external data to predict company issues, generates recommendations for potential services, visualizes these results in an easy to understand manner and generates an explanation for its predictions. Insight leverages techniques from Recommender Systems, Data Mining, Feature Extraction, Social Network Analysis, Visualization, and Data Warehousing.
- Ask a PwC Colleague (a.k.a. The Connection Machine) is an Expertise Locator that helps PwC partners and staff to solve problems by connecting people. The application allows users to enter their question in free text, finds knowledgeable colleagues with matching profiles, relays the answer to the question and unobtrusively learns

and updates user profiles. The project uses techniques from Information Retrieval, User Modeling, Recommender Systems and Social Network Analysis.

## **Kaidara Software Inc., Los Altos**

Kaidara was a premier vendor for Case-Based Knowledge Management, technical (self-) service and e-commerce solutions with offices in Paris, France, Los Altos, CA and Detroit, MI. (<http://www.kaidara.com>)

### **Vice President of Professional Services**

**May 2001 – May 2004**

My professional services team and I delivered Kaidara's Case-Based solutions for Knowledge Management, technical self-service and e-commerce to Fortune 500 clients. We developed, customized and integrated web-applications, acquired and modeled know-how from key personnel and information systems, and provided training as well as pre- and post sales support.

- Set up the professional services organization of the US Branch of Kaidara, exceeded professional services revenue goals by up to 150%
- Developed and delivered close to fifty knowledge management projects as well as pre-sales prototypes to Fortune 500 clients such as Cisco, DaimlerChrysler, General Motors, Rhodia and NSC.
- Supported pre-sales with prototypes and pilots; provided training as well as post sales support to clients.

## **DaimlerChrysler Research and Technology Center, Adaptive Systems Group, Palo Alto, CA.**

DaimlerChrysler Research and Technology North America was founded in 1995, to focus on research, advanced engineering, product testing and new design projects. The Adaptive Systems group was lead by Prof. Pat Langley and developed user adaptive technologies that utilized the telematics infrastructure in vehicles to deliver personalized services.

### **Senior Research Scientist**

**May 1999 – April 2001**

Designed and developed intelligent systems to provide personalized in-car services (user adaptive recommendations) and to perform proactive diagnosis and maintenance of vehicles.

- The Adaptive Place Advisor was the first voice enabled, in-car, personalized, conversational recommendation system.
- The COMO project leveraged Neural Networks to predict the expected cooling water temperature of trucks within a range of  $\pm 2^\circ$  C several minutes in advance. It has been patented by DaimlerChrysler

## **DaimlerBenz Research and Technology, Machine Learning Group, Ulm, Germany.**

DaimlerBenz Research consisted of 1700 researchers across all disciplines, developing leading edge technologies to be leveraged within DaimlerBenz AG. The Machine Learning Group was led by Prof. Ghlolamreza Nakhaeizadeh and focused on extracting actionable information from the data that was collected across the entire organization.

### **Research Scientist**

**March 1997 – April 1999**

Primary subject matter expert and researcher on Case-Based Reasoning technology within DaimlerBenz AG.

- Managed the development of the Case-Based Help-Desk support tool HOMER.
- Primary contact person for the ESPRIT research project INRECA-II (funded by the European Union). The project produced guidelines for the development of industrial strength knowledge management applications using case-based reasoning. The result of this work has been published in a book (currently in its 2<sup>nd</sup> edition).

## **PROFESSIONAL EDUCATION**

- Ph.D. in Mechanical Engineering, (Dr.-Ing.) Technical University Darmstadt, Germany.
- M.S.E. in Aerospace Engineering, University of Michigan, Ann Arbor, U.S.A.
- M.Sc. in Computer Engineering, Boğaziçi University, Istanbul, Turkey.

## Selected Publications and Patents

Please refer to [www.goker.us](http://www.goker.us) for a complete list.

### Books, Book Chapters, Edited Volumes

- 2010 M. Göker, C. Baudin, M. Manago: "Development of Industrial Knowledge Management Applications with Case-Based Reasoning", in "Successful Case-Based Reasoning Applications", S.Montani and L. Jain (eds.), Springer Verlag, Heidelberg, 2010 (to appear)
- 2008 Mehmet H. Göker, Karen Haigh (eds.), Proceedings of the Twentieth Innovative Applications of Artificial Intelligence Conference, July 13-17, 2008, Chicago, IL. The AAAI Press, Menlo Park, CA
- 2008 Mehmet H. Göker, Daniel Shapiro (eds.), "What Went Wrong and Why: Lessons from AI Research and Applications", Papers from the 2008 AAAI Workshop, Technical Report WS-08-14, AAAI Press, Menlo Park, CA
- 2007 William Cheetham, Mehmet Göker (eds.), Proceedings of the Nineteenth Innovative Applications of Artificial Intelligence Conference, July 22 – 26 2007, Vancouver, British Columbia, Canada, The AAAI Press, Menlo Park, California, 2007
- 2006 Thomas Roth-Berghofer, Mehmet H. Göker, Altay Güvenir (eds.), Advances in Case-Based Reasoning, Proceedings of the 8th European Conference on Case-Based Reasoning, ECCBR 2006, Fethiye, Turkey, September 4-7, 2006. LNAI 4106, Springer-Verlag Berlin Heidelberg 2006
- 2006 Shapiro, D., Göker, M. (eds.), 'What Went Wrong and Why: Lessons From AI Research and Applications', Papers from the AAAI Spring Symposium, March 27-29, 2006, Stanford, CA. Technical Report SS-06-08, AAAI Press, Menlo Park, 2006.
- 2004 Göker, M., Houben, G.J. (eds.), 'Proceedings of the AH2004: Industry Session', Department of Mathematics and Computer Science, Technische Universiteit Eindhoven, CS-Report 04-21, 2004
- 2003 R. Bergmann, K.D. Althoff, S. Breen, M. Göker, M. Manago, R. Traphöner, S. Wess, "Developing Industrial Case Based Reasoning Applications: The INRECA Methodology", 2nd Edition, Lecture Notes in Artificial Intelligence, LNAI 1612, Berlin, Springer Verlag, 2003

### Edited Journals

- 2011 Robin Burke, Alexander Felfernig, Mehmet Göker (eds.): Special Issue of the AI Magazine on "New Directions in Recommender Systems", Fall 2011, AAAI Press, Menlo Park, CA
- 2009 Mehmet Göker, Karen Haigh (eds.), Special Issue of the AI Magazine on "Innovative Applications of Artificial Intelligence", Volume 30, Summer 2009, AAAI Press, Menlo Park, CA
- 2008 Daniel Shapiro, Mehmet Göker (eds.), Special Issue of the AI Magazine on "What Went Wrong and Why", Volume 29, No. 2, Summer 2008, AAAI Press, Menlo Park, CA
- 2008 William Cheetham, Mehmet Göker (eds.), Special Issue of the AI Magazine on "Automatic Assessment and Other Applications of Artificial Intelligence", Volume 29, No. 1. Spring 2008, AAAI Press, Menlo Park, CA

### Journal Papers

- 2007 Göker, M, Thompson, C., Arajärvi, S., Hua, K., 'Connection People with Questions to People with Answers', Künstliche Intelligenz, Issue 4/2007, pp. 23-26, BöttcherIT Verlag, Bremen, 2007
- 2004 Thompson C., Göker M., Langley P., 'A Personalized System for Conversational Recommendations', Journal of Artificial Intelligence Research (JAIR), Volume: 21 (2004), pp 393-428
- 1999 M. Göker, T. Roth-Berghofer, "The Development and Utilization of the Case-Based Help-Desk Support System HOMER", Engineering Applications of Artificial Intelligence, Volume 12, Issue 6, pp. 665-680, Elsevier Science, 1999
- 1997 M. Göker, „The Effects of Experience on Human Problem Solving", Design Studies 18 (1997), pp405-426, Elsevier Science, Oxford

### Conference Papers

- 2006 Göker, M., Thompson, C., Hua, K., Arajärvi, S., "The PwC Connection Machine, An Adaptive Expertise Provider", in T.R. Roth-Berghofer et al. (Eds.): Advances in Case-Based Reasoning, Proceedings of the 8th European Conference on Case-Based Reasoning, ECCBR 2006, Fethiye, Turkey, September 4-7, 2006. LNAI 4106, pp. 549 – 563, Springer-Verlag Berlin Heidelberg 2006
- 2000 Göker M., Thompson C. 'Personalized, Conversational Case-Based Recommendation', pp. 99-111, in E.Blanzieri and L. Portinale (eds.), "Advances in Case-Based Reasoning, Proceedings, 5th European Workshop on Case-Based Reasoning, Trento Italy, 6-9 September 2000", LNAI 1898, Berlin, Springer Verlag, 2000

### Patents and Patent Applications

- 2006 Systems and Methods for Generating and Matching User Models and Profiles, Inventors: Mehmet H. Göker, Cynthia Thompson (PricewaterhouseCoopers), applied March 20, 2006, Number: 11/277028, pending
- 2006 Systems and Methods for Responding to User Inquiries, Inventors: Mehmet H. Göker, Sheldon J. Laube, Glenn Ricart, Kefeng Hua, Cynthia A. Thompson, Simo E. Arajärvi, Jerome Wynter, Maria Simkin (PricewaterhouseCoopers), applied March 20, 2006, Number: 11/277020, pending
- 2001 Method and System for Condition Monitoring of Vehicles, Inventors: Achim Bertsche, Thorsten Engelhardt, Claude Nicolas Fiechter, Mehmet H. Göker, Daniel Grill, Rainer Kaufmann (DaimlerChrysler) US Patent No: 6,609,051, August 19th, 2003
- 2002 Verfahren und System zur Überwachung des Zustands eines Fahrzeugs. Inventors: Achim Bertsche, Thorsten Engelhardt, Claude Nicolas Fiechter, Mehmet H. Göker, Daniel Grill, Rainer Kaufmann (DaimlerChrysler). Number 102 35 525 B4, 09.09.2004