

## Impact & Media Coverage:

Preet's relentless efforts have yielded remarkable results, significantly contributing to the blocking or removal of over 200+ million misleading advertisements. Moreover, his work has been pivotal in blocking or removing over 1 billion advertisements promoting malware, a testament to his impact on maintaining a secure digital advertising ecosystem.

In 2023 alone, Google's advanced systems blocked or removed a staggering \*5.5 billion bad ads\* and suspended nearly \*13 million advertiser accounts\*, demonstrating the effectiveness of Preet's innovations in combating ad fraud at an unprecedented scale. His work has not only protected advertisers from financial losses but also shielded countless consumers from falling victim to scams and deceptive practices.

This remarkable achievement is highlighted in [Google's Ads Safety Report 2023](#) and extensively covered by leading media outlets such as [Forbes](#), [Economic Times](#), and [TechRadar](#).

## Achievements & Recognition

- **Indian Achiever Award 2024:** Preet received the prestigious Indian Achiever Award 2024 from the Indian Achievers Forum (IAF) for his outstanding contributions to the field of Science & Technology. This award recognizes his leadership in combating ad fraud through groundbreaking technical innovations, including the development and implementation of advanced GenAI and LLM-based solutions that protect advertisers and users from fraudulent activity.
- **Professional of the Year 2024:** Preet was honored as the "Professional of the Year 2024" by the All India Business & Community Foundation (AIBCF) in the field of Science & Technology. This award acknowledges his significant contributions to safeguarding the advertising industry and protecting users from ad abuse. His work has led to the development of robust, large-scale systems that identify and prevent fraudulent activity in real-time, ensuring a secure and trustworthy online advertising ecosystem.
- **Google's Perfy Award 2024:** Preet received Google's prestigious Perfy Award 2024 for his exceptional contributions to technology advancements. He designed and launched a groundbreaking, globally distributed system that revolutionized Google's real-time spam tagging mechanism. This system significantly improved efficiency and scalability, resulting in:
  - **Massive cost savings:** Reduced machine costs equivalent to preventing 230,000 kg of CO2 emissions, demonstrating Preet's commitment to environmental sustainability.
  - **Faster response times:** Accelerated spam defense launches from 2 days to less than 5 hours, enabling more rapid protection for users.

- **Engineering Excellence Award 2022:** Preet received the Engineering Excellence Award 2022 at Google in recognition of his remarkable engineering skills and impactful contributions. He spearheaded the modernization of critical systems by:
  - **Optimizing legacy systems:** Migrated decade-old systems to cutting-edge platforms, enhancing performance, scalability, and maintainability.
  - **Refactoring code for efficiency:** Refactored 100,000 lines of code, significantly improving the performance and efficiency of key systems.
- **ACM ICPC North America Championship:** Top ranks highlight exceptional problem-solving and innovation skills in the world's most prestigious programming contest.
  - **3rd place:** ACM Boston Preliminary (BOSPRE 2019)
  - **5th place:** ACM USA Northeast regionals
  - **Top 50:** ACM ICPC North America Championship
  - These top rankings highlight Preet's ability to excel in complex technical challenges and showcase his talent for creative problem-solving.
- **Amazon's Customer First Award:** Received for unwavering commitment to delivering customer-centric solutions [Award trophy in attachments]
  - Description: Preet demonstrated exceptional customer focus by rapidly developing a solution to an urgent business need. When faced with a critical requirement to add multi-store functionality for merchants, Preet went above and beyond by:
    - **Taking initiative:** Recognizing the urgency, Preet proactively developed a Python-based solution using Selenium to bridge the gap while the core functionality was still under development.
    - **Delivering rapid results:** Preet single-handedly built and deployed this solution overnight, ensuring that merchants could seamlessly manage multiple stores.
- Authored a research paper on AI/ML in the 'Neural Computing & Applications Springer' journal, garnering over 1000 views and 40+ citations.