



## Founding Team

### Ethan Anderson



Ethan works on business strategy, sales, and marketing at Redbeacon. Prior to Redbeacon, he was a Product Manager at Google where he was responsible for launching and managing the Google Video product outside the United States prior to the YouTube acquisition. He also was Google's first Product Manager for the fast growing Southeast Asian emerging markets, and a Product Manager on Google Image Search, the top image search product in the world. Before joining Google, Ethan worked in a number of internet strategy and marketing roles at The Clorox Company, Buy.com, and McKinsey & Company. Ethan graduated with Honors from Harvard Business School and Magna Cum Laude from Duke University, where he earned a BA in Economics and Public Policy Studies.

### Yaron Binur



Yaron works on product management and product strategy at Redbeacon. Prior to Redbeacon, he was a Product Manager at Google, where he led the product development of Google News. Yaron was also a Product Manager on Google Search quality, where he worked on improving the quality and feature set for Google's international users. Yaron is a Co-founder and executive board member of Middle East Education through Technology, a non-profit founded in 2004 that brings together Palestinian and Israeli youth around business and technology. While studying at MIT, Yaron was the Vice President of MIT Africa Internet Technology Initiative, a program started by MIT students to integrate computers and Internet technology into the education of students in African schools. Before his studies, Yaron served as a Staff Sergeant and Special Teams Member in an elite Paratroopers unit of the Israeli Defense Force. Yaron holds a Bachelor's degree in Computer Science from the Massachusetts Institute of Technology.

### Aaron Lee



Aaron works on product design and engineering at Redbeacon. Prior to Redbeacon, Aaron was one of the founding engineers on Google Video. He later became the Tech Lead on YouTube monetization, building products that spanned AdSense, AdWords and YouTube. He was also a Launch Engineer, helping launch many other Google products and mentoring and promoting engineers. Before joining Google, he worked at Bosch building one of the most advanced 3D navigation systems for in-car infotainment. Aaron received his Ph.D. in Computer Graphics from Princeton and has interned at NVIDIA, Microsoft Research (where he received a Microsoft Fellowship), NASA Ames Research Center and Lucent Technologies. He has published papers in SIGGRAPH, IEEE conferences, [sciencedaily.com](http://sciencedaily.com) and [gamasutra.com](http://gamasutra.com). Aaron earned an M.A and B.A. from University of Cambridge with first honors in Computer Science. Aaron holds four patents with seven others currently pending.