

Daniel Waisberg

Search Advocate at Google · Zürich, Switzerland

contact.danielwaisberg@gmail.com · danielwaisberg.com · linkedin.com/in/danielwaisberg

Twenty years of making data available and useful at scale — as a practitioner, consultant, founder and author, and for the last thirteen years at Google. I lead developer-facing products in Google Search, and explain them to the people who build on them. Founded, grew and sold a marketing measurement business. Work in four languages across four countries.

EXPERIENCE

Search Advocate — Google

JANUARY 2019 – PRESENT · TEL AVIV, THEN ZÜRICH

Part of the Search Relations team, working on Google Search Console and Google Trends. The role splits between product leadership and developer advocacy.

- Led developer-facing features with engineering teams, including the **URL Inspection API**, **bulk data exports to BigQuery**, and the **Google Trends API** — taking user feedback through to specification and launch.
- Regular contributor to the Google Search Central blog; author of official Search documentation.
- Created and presented two YouTube series from scratch: **Search Console Training** (29 videos, 3 seasons, 8M+ views) and **Google Trends Tutorials** (1M+ views). Search Console Training is part of Google's official Search documentation.

Analytics Advocate — Google

JULY 2013 – JANUARY 2019 · LONDON, UNITED KINGDOM

Found the right data for the right purpose and presented it so that leadership and users could act on it.

- Conceived and led development of an internal large-scale data platform, then served as its product manager. Ran across engineering, legal and marketing. **PM for two internal data platforms** making data accessible across Google.
- Bridged product and engineering teams with the people using what they built, carrying feedback into development.
- Published **Google Analytics Integrations** (Wiley, 2015), 100+ articles in major outlets, and 11 official Google case studies. Presented at 100+ events in 20 cities, including audiences over 1,000.

Founder & Editor — Online Behavior

2010 – 2022 · ISRAEL, THEN UNITED KINGDOM

- Built a marketing measurement and optimization portal from nothing to **over a million people reached**; edited hundreds of articles from industry thought leaders and built content partnerships across the field.
- The site became the demo property for Google Analytics' global sales team and a testing platform for the engineers building the product.
- **Sold the business in 2022.**
- In parallel, consulted on measurement and optimization as a Google Analytics Certified Partner — training programmes, account design and analysis for enterprises including Google, 888 Holdings and Playtika.

Head of Web Analytics — Seperia

DECEMBER 2007 – JULY 2010 · ISRAEL

- Led the analytics and conversion optimization service at an international search marketing firm, optimizing sites for major internet players across **50+ countries and 35 languages**.
- Set conversion strategy and work plans for clients; supported pre-sales analysis; positioned the firm as an insight-driven provider.
- Google Analytics Authorized Consultant (2008); Website Optimizer Authorized Consultant (2009).

Co-Chair of Marketing – Digital Analytics Association

NOVEMBER 2006 – APRIL 2010

- Managed marketing volunteers and set the association's strategic and operational marketing activity during the discipline's formative years.
- Created and led **Web Analytics Without Borders**, helping Save the Children build a data-driven culture from scratch, and the **Web Analytics Championship**.
- Recipient of the 2010 Web Analytics Association Presidential Award.

EARLIER

2009 – 2013	Author – Search Engine Land 18 articles on behavioral targeting, conversion optimization, web analytics and search marketing. Covered every Google Analytics launch and update of the period.
2005 – 2007	Web Analytics Manager – Spiral Solutions Online competitive intelligence and web analytics; merged first-party WebTrends data with Hitwise competitor data to identify partnership and ROI opportunities.
2004 – 2005	Teacher – Institute for Gifted Children, Tel Aviv University Developed and taught courses on world cultures, philosophy and creative thinking.
1999 – 2003	Educator & Leader – Habonim Dror Ran educational programmes and camps for dozens to hundreds of teenagers. By 21, organised events for over 200 people and represented Brazil in Russia, the USA and Argentina.

EDUCATION

2003 – 2007	M.Sc. Operations Research & Decisions – Tel Aviv University Game theory, data mining, economic models, Markov chains. Thesis: using Markov chains to model and optimize online behaviour — pages as states, visits as transitions.
1999 – 2003	B.A. Business Management – PUC Minas, Brazil Final research on green corporate strategies and ISO 14000, informed by a traineeship at USIMINAS, the largest steel complex in Latin America. Published in Meio Ambiente Industrial.

SELECTED OUTPUT

BOOK

Google Analytics Integrations (Wiley, 2015)

SPEAKING

100+ conferences in 20 cities across four continents, in four languages

WRITING

Google Search Central documentation, Google Analytics blog, Think with Google, TheNextWeb, Search Engine Land

VIDEO

9M+ views across two self-produced YouTube series

LANGUAGES

Português / עברית / English / Español

Fluent in all four; present at conferences in each.

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Full detail, writing and dashboards at danielwaisberg.com