

Preeti Bhargava, PhD

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Research Interests Pervasive and Ubiquitous Computing, Context-aware Computing and Systems, Mobile Systems and Applications, User Modeling, Personalization, Recommender systems, Information Extraction, Internet of Things

Education

University of Maryland, College Park, MD **August 2010 - December 2015**
M.S. and Ph.D., Computer Science Cumulative GPA: 3.9/4.0
Advisor: Prof. Ashok Agrawala
PhD Dissertation title: Towards proactive context-aware computing and systems

Delhi College of Engineering, New Delhi **August 2003 - May 2007**
B.E., Information Technology Graduated in First Class with Distinction

Experience

Work

Data Scientist, Demandbase **April 2018 - Present**
• Personalization and recommendations supporting account based marketing

Senior Research Engineer, Data Science, Lithium Technologies **April 2016 - Mar 2018**

- *Lithium's resource-constrained, high-throughput and language-agnostic Natural Language Processing (NLP) pipeline for rich information extraction from noisy user generated content (enables all of Lithium's Enterprise SMM products and Klout):* Design, implementation and testing of approaches for Entity Disambiguation and Linking, Sentiment Analysis and Entity-Topic assignment (10 -15% improvement over existing systems) [Machine Learning (ML), NLP, Data mining, Big Data, Java, Weka, Hive, Hadoop, HQL, Hivemall, Jenkins]
- *Improved topical coverage in Klout.com recommendations:* 20% improvement over existing approach [Recommender Systems, Big Data, Hive, HQL]
- *GDPR Compliance:* Reimplementing Klout big data systems to be legally compliant with GDPR [Big Data, Hive, HQL, Jenkins]
- *IP efforts:* Leading academic writing and publishing efforts for the team

Senior Member Technical Staff, Oracle India **July 2007 - July 2010**
Involved in development and testing of new and existing features in Oracle Web Services Manager (OWSM) 11g, support and portability of OWSM 10g, their interoperability with other products, and troubleshooting [Web Services Security, Java]

Research Internships

Samsung Research America - Silicon Valley, Mountain View, CA **June - August 2015**
Mentor: Douglas Terry

ThingTalk: Design and implementation of a system for natural language based interaction with an IoT ecosystem [IoT, NLP, Graph databases, Samsung SmartThings home automation devices, Stanford CoreNLP, Hyper/Cat, Java]

Samsung Research America - Silicon Valley, San Jose, CA **June - November 2014**
Mentors: Thomas Phan, Jiayu Zhou

Multi dimensional collaborative recommendations: Design, implementation and testing of a recommender system for multi-dimensional collaborative recommendations using coupled tensor and matrix factorization on sparse user generated data [Recommender Systems, Machine Learning, MATLAB]

Xerox Palo Alto Research Center (PARC), Palo Alto, CA **June 2013 - May 2014**
Mentors: Oliver Brdiczka, Michael Roberts

Designed, implemented and tested various recommender systems:

- *User interest modeling from Facebook profiles*: An unsupervised content-based recommender system for inferring and predicting users' interests based on their Facebook profiles and activities [Recommender Systems, Personalization, User modeling, Machine Learning, NLP, Java]
- *Modeling of users' communication context*: Unsupervised extraction, modeling and representation of users' communication context from social media interactions using topic modeling, clustering and graph based methods [User modeling, Machine Learning, NLP, Java]

National Sun Yat-Sen University, Kaohsiung, Taiwan **December 2006 - February 2007**

Mentor: Prof. Ting-Peng Liang

Developed a knowledge-based Decision Model Management System using web services integration [Web Services, Java]

National Informatics Centre, New Delhi, India

June - July 2006

Mentor: Ramesh Singh

Designed, developed and tested easy to use smart phones applications for obtaining live traffic information and information about potential blood donors in emergency situations [Mobile Systems and Computing, Java]

Academic

Graduate Research Assistant

June 2011 - May 2015

Department of Computer Science, University of Maryland, College Park

Designed, implemented and tested various context-aware and mobile systems and applications:

- *Rover III* - An intelligent context-aware middleware for modeling and predicting user behavior (semantic places, battery charging behavior, call acceptance etc.) from their mobile device activity and usage data and executing proactive actions on the user's behalf [Context-aware Systems, Machine Learning, NLP, HTN Planning, RDF/OWL, Weka, Java, Graph/SQL databases]
- *TellMe* - A system for scoring and ranking services and information relevant to a user's situational context [Context-aware Computing, NLP, Java, Weka, Android]
- *SenseMe* - A mobile system for continuous, on-device, and multi-dimensional context and activity recognition users from their smartphone sensors [Ubiquitous Computing, Mobile Computing, Machine Learning, Android, Weka, SQL databases]
- *Locus* - An indoor localization, tracking and navigation system for floor and location determination in multi-story buildings, and its Android based client applications [Mobile Systems, Machine Learning, Java, Weka, Android]
- *Robot in a Room* - Integrating perception, language, learning and cognition to enable autonomy in a robot [Robotics, MATLAB]

Teaching Assistant

August 2010 - May 2011

Department of Computer Science, University of Maryland, College Park

TA for courses: Introduction to Artificial Intelligence and Object Oriented Programming I

Undergraduate Research

Major Dissertation

February 2007 - May 2007

Advisor: Prof. D Roy Choudhury

Developed a system of Artificial Neural Networks to predict the results of cricket tournaments [Machine Learning, MATLAB]

Minor Dissertation

August 2006 - December 2006

Advisor: Prof. Goldie Gabrani

Developed a Genetic Algorithm based tool to identify the best combinations of Indian music loops [Machine Learning, C++]

Software Skills

Programming Languages: Java (J2SE and J2EE), C/C++, Python

Mobile platforms: Android, J2ME

Databases/Data Modeling: SQL, NoSQL, RDF/OWL

Big Data Platforms, Technologies and Languages: Hadoop, MapReduce, Hive, HQL
Machine Learning/Data Mining packages: Weka, MATLAB, Octave, Hivemall
Hardware: Arduino
OS, Software and Tools: Linux, Mac OS, Windows, Eclipse, IntelliJ, SVN, Tomcat, Git, Jenkins

Honors and Awards	UMD Ann G. Wylie Dissertation Fellowship (\$10000)	2015
	Google WWW Student Travel Grant	2015
	IUI Student Travel Award	2015
	Palantir Scholarship for Women in Technology Finalist (\$2500)	2014
	Jacob K. Goldhaber Travel Grant	2014
	UMD International Conference Student Support Award	2014
	Grace Hopper Celebration of Women in Computing Scholarship	2012
	UMD Department of Computer Science Travel Grant	2012
	UMD Dean's Fellowship (\$5000)	2010 - 2012
Patents	P. Bhargava and O. Brdiczka, <i>Computer-implemented system and method for generating an interest profile for a user from existing online profiles.</i> , U.S. Patent 9600561 , issued March 2017	
	P. Bhargava and O. Brdiczka, <i>Computer-implemented system and method for updating user interest profiles.</i> , filed March 2017, patent pending	
Publications		
PhD Dissertation	P. Bhargava, <i>Towards proactive context-aware computing and systems</i> , Department of Computer Science, University of Maryland, College Park (2015)	
Journal	P. Bhargava, A. Agrawala, <i>Modeling Users' Behavior from Large Scale Smartphone Data Collection</i> , EAI Endorsed Transactions on Context-aware Systems and Applications (2016)	
	P. Bhargava, N. Gramsky, A. Agrawala, <i>To Sense or not to Sense: An Exploratory Study of Privacy, Trust and other related concerns in Personal Sensing Applications</i> , EAI Endorsed Transactions on Context-aware Systems and Applications (2016)	
	P. Bhargava, S. Krishnamoorthy, A. Shrivastava, A.K. Nakshathri, M. Mah, A. Agrawala, <i>Locus: Robust and Calibration-free Indoor Localization, Tracking and Navigation for Multi-story Buildings</i> , Journal of Location based Services (2015)	
	P. Bhargava, J. Lampton, A. Agrawala, <i>Bootstrapped Discovery and Ranking of Relevant Services and Information in Context-aware Systems</i> , EAI Endorsed Transactions on Context-aware Systems and Applications (2015)	
	P. Bhargava, A. Agrawala, <i>Enabling Proactivity in Context-aware Middleware Systems by means of a Planning Framework based on HTN Planning</i> , EAI Endorsed Transactions on Context-aware Systems and Applications (2015)	
	S. Krishnamoorthy, P. Bhargava, M. Mah, A. Agrawala, <i>Representing and Managing the Context of a Situation</i> , The Computer Journal (2012)	
	R. Singh, P. Bhargava, S. Kain, <i>Smart Phones to the Rescue: The Virtual Blood Bank Project</i> , IEEE Pervasive Computing (2007)	
	D. R. Choudhury, P. Bhargava, Reena, S. Kain, <i>Use of Artificial Neural Networks for Predicting the Outcome of Cricket Tournaments</i> , International Journal of Sports Science and Engineering (2007)	
Conferences and Workshops	G. Hu, P. Bhargava, S. Fuhrmann, S. Ellinger and N. Spasojevic, <i>Analyzing users' sentiment towards popular consumer industries and brands on Twitter</i> , ICDM 2017 Workshop on Sentiment Elicitation from Natural Text for Information Retrieval and Extraction (SENTIRE'17)	

- P. Bhargava, N. Spasojevic, G. Hu, *Lithium NLP: A System for Rich Information Extraction from Noisy User Generated Text on Social Media*, **EMNLP 2017 Workshop on Noisy User Generated Text (WNUT'17)**
- P. Bhargava, N. Spasojevic, G. Hu, *High-Throughput and Language-Agnostic Entity Disambiguation and Linking on User Generated Data*, **WWW 2017 Linked Data on the Web workshop (LDOW'17)**
- N. Spasojevic, P. Bhargava, G. Hu, *DAWT: Densely Annotated Wikipedia Texts across multiple languages*, **WWW 2017 Wiki workshop (Wiki'17)**
- P. Bhargava, J. Lampton, A. Agrawala, *Bootstrapped Discovery and Ranking of Relevant Services and Information in Context-aware Systems*, **International Conference on Mobile and Ubiquitous Systems: Computing, Networking and Services 2015 (MobiQuitous 2015)**
- P. Bhargava, A. Agrawala, *Enabling Proactivity in Context-aware Middleware Systems by means of a Planning Framework based on HTN Planning*, **MobiQuitous 2015 Workshop on Web Intelligence and Smart Sensing 2015 (IWWISS 2015)**
- P. Bhargava, T. Phan, J. Zhou, J. Lee, *Who, What, When, and Where: Multi-Dimensional Collaborative Recommendations using Tensor Factorization on Sparse User Generated Data*, **International World Wide Web Conference 2015 (WWW 2015)**
- P. Bhargava, O. Brdiczka, M. Roberts, *Unsupervised Modeling of Users' Interests from their Facebook Profiles and Activities*, **ACM conference on Intelligent User Interfaces 2015 (IUI 2015)**
- P. Bhargava, O. Brdiczka, M. Roberts, *Mining users' online communication for improved interaction with context-aware systems*, **IUI Workshop on Interacting with Smart Objects 2015**
- P. Bhargava, N. Gramsky, A. Agrawala, *SenseMe: A System for Continuous, On-Device, and Multi-dimensional Context and Activity Recognition*, **International Conference on Mobile and Ubiquitous Systems: Computing, Networking and Services 2014 (MobiQuitous 2014)**
- P. Bhargava, S. Krishnamoorthy, A. K. Nakshathri, M. Mah, A. Agrawala, *Locus: An indoor localization, tracking and navigation system for multi-story buildings using heuristics derived from Wi-Fi signal strength*, **International Conference on Mobile and Ubiquitous Systems: Computing, Networking and Services 2012 (MobiQuitous 2012)**
- P. Bhargava, M. T. Cox, T. Oates, U. Oh, M. Paisner, D. Perlis, J. Shamwell, *The Robot Baby and Massive Metacognition: Future Vision*, **IEEE International Conference on Development and Learning and Epigenetic Robotics 2012 (ICDL 2012)**
- J. Shamwell, T. Oates, P. Bhargava, M. T. Cox, U. Oh, M. Paisner, D. Perlis, *The Robot Baby and Massive Metacognition: Early Steps via Growing Neural Gas*, **IEEE International Conference on Development and Learning and Epigenetic Robotics 2012 (ICDL 2012)**
- P. Bhargava, S. Krishnamoorthy, A. Agrawala, *An ontological context model for representing a situation and the design of an intelligent context-aware middleware*, **ACM Conference on Ubiquitous Computing 2012 (UbiComp 2012)**
- P. Bhargava, S. Krishnamoorthy, A. Agrawala, *RoCoMO: A generic ontology for context modeling, representation and reasoning*, **ACM Conference on Ubiquitous Computing 2012 (UbiComp 2012)**

Other Publications

- R. Singh, P. Bhargava, S. Kain, *Smart Phones: A Tutorial*, **ACM Ubiquity (2008)**
- R. Singh, P. Bhargava, S. Kain, *Smart phones and interactive reports leave traffic in the rearview mirror*, **IEEE Potentials (2008)**
- G. Gabrani, P. Bhargava, Bhawna, G. S. Gill, *Use of Genetic Algorithms for Indian Music Mixing*, **ACM Ubiquity (2008)**
- R. Singh, P. Bhargava, S. Kain, *Cell phone cloning: A perspective on GSM security*, **ACM Ubiquity (2007)**
- R. Singh, P. Bhargava, S. Kain, *State of the art Smart Spaces: Application Models and Software Infrastructure*, **ACM Ubiquity (2006)**

Relevant Coursework	Scientific Computing, Information-centric design of systems, Database Management Systems, Information Visualization, Machine Learning, Computational Linguistics, Social Network Databases, Human-Level AI and Computational Cognitive Neuroscience, Tangible Interactive Computing
Professional Service	Reviewer for conferences and journals: IEEE Transactions on Mobile Computing, IWCMC 2015, CHI 2013 Workshop on Personal Informatics Reviewer for: Admissions Committee, Dept. of Computer Science, UMD for Fall 2013 applicants
Leadership, Volunteering and Extracurricular Activities	<p>Speaker and volunteer, CRA-W <i>2017</i></p> <p>Grad co-chair of the Association of Women in Computing (AWC), UMD <i>2014 - 2015</i></p> <p>Mentor, HuffingtonPost Girls in STEM Mentorship Program <i>2013</i></p> <p>UMD Graduate Research Interaction Day (GRID) volunteer and panelist <i>2013</i></p> <p>Volunteer, Maryland Day <i>2012, 2013</i></p> <p>Student Volunteer, ACM MobiSys Conference <i>2011</i></p>