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Gokul Rajaram

[AdSense Giant Flees to Tumri](#)

A two-month break was what he needed

Gokul Rajaram, one of the most important people involved with AdSense and several other successful Google products, has quit his job with the Mountain View-based company in November 2007 and is now up and at'em, ready for a new challenge. To be honest, not really a challenge, he's not switching activity domains, he's not joining the PD. The company he'll be taking up a board position in, Tumri, is a display advertising startup, that delivers dynamically targeted advertisements. He's left one big boss position (Product Management Director for AdSense) for another, who wouldn't want that? The fact that he's actually going against his old company is interesting, but not quite unexpected. Advertising is what he knows to do and knows to do well. Plus that at the rate Google is expanding, some time from now it won't matter which company you're working for, chances are you'll be one of the millions of Google dethroners wannabes. Rajaram's bio is impressive: "He also helped drive a number of Google's acquisitions, including DoubleClick, AdScape, and dMarc. Earlier in his career, Rajaram worked as a technical architect at Juno Online, where he developed the back-end advertising system that drove much of Juno's revenues and helped it go public in 1999. Rajaram has an M.B.A. from MIT Sloan, a M.S. in Computer Science from UT Austin, and a BTech in Computer Science from IIT Kanpur where he received the President's Gold Medal for being Class Valedictorian," it writes. All that and he's only 33. The people already working at Tumri should have a big WELCOME sign all over the building on his first day at work, as he'll most likely be the one with the vision that they will be succeeding through. Lucky, lucky, lucky is all that I can say: they managed to find him and he was kind enough to accept. That spells a bright future in my book.