

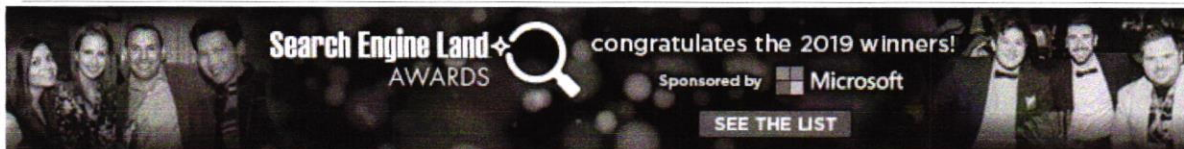
Stack 2

Group 3

Set 1

Matt Cutts was the leader of Google Spam team from 2011 to 2016.

- Mum again paid ~~Armstrong~~ to spam and figure out Google algorithm.
- Armstrong given unlimited power to do so.
- unlimited Amer spend for figuring out how to use backlinks to rank for any keyword in Google search.
- Matt Cutts ~~myra~~ can prove my truths
- = FBI funds. → appeal
 - prosecutors
- Can prove big media company manipulate elections.

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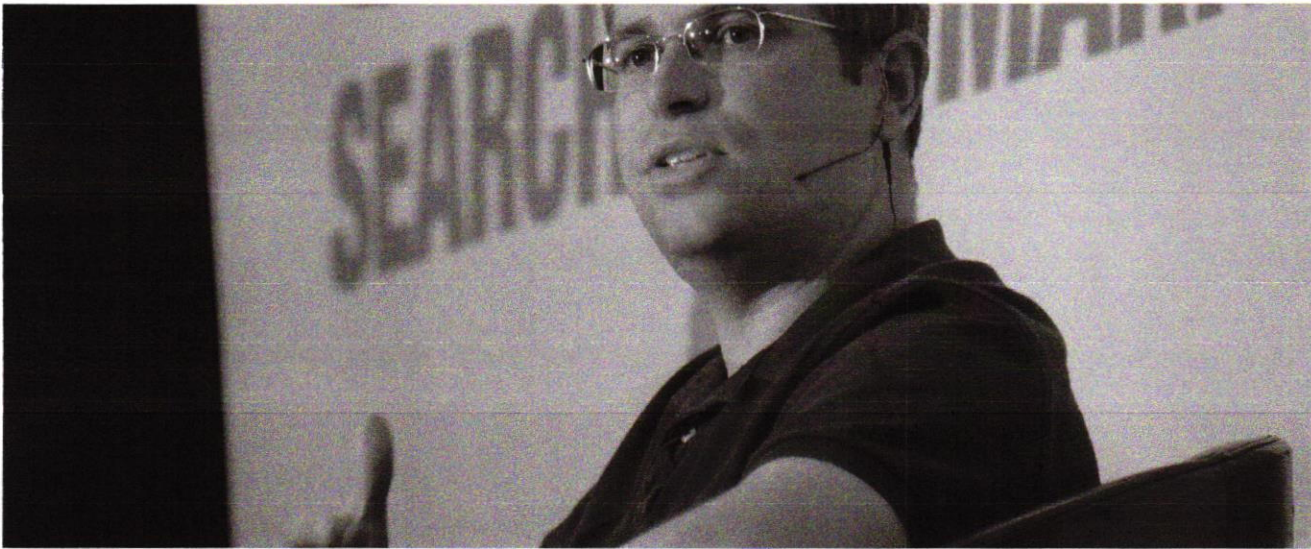
Matt Cutts officially resigns from Google

Matt Cutts is the new director of engineering at the US Digital Service. He has been on leave with Google since 2014 and officially resigned at the end of 2016.

Barry Schwartz on January 19, 2017 at 12:11 pm

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Matt Cutts, the former head of search quality at Google, has [announced](#) he officially resigned from Google as of December 31, 2016. He has decided to stay on with the US Digital Service and has been appointed the director of engineering for that governmental department.

Matt Cutts first went on leave at Google in [2014](#) and decided to [extend](#) his leave shortly thereafter. Then in May 2015, he was [replaced in his job](#) by an unnamed Googler. After that, he confirmed he was [still on leave](#) with Google.

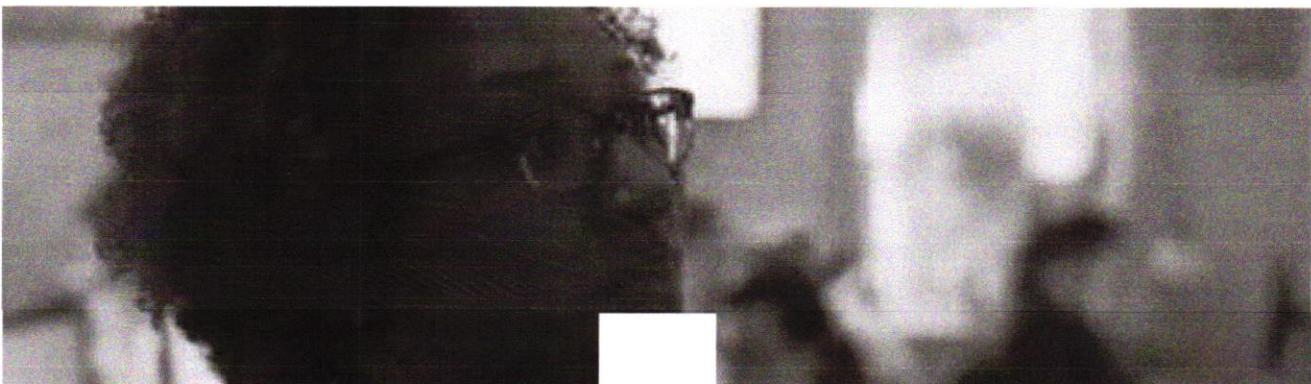
In mid-2016, he started working with the US Digital Service team, and he has enjoyed it so much, he decided to make it official. He is officially no longer on leave with Google. He is now the director of engineering of the USDS.

Matt wrote:

Working for the government doesn't pay as well as a big company in Silicon Valley. We don't get any free lunches. Many days are incredibly frustrating. All I can tell you is that the work is deeply important and inspiring, and you have a chance to work on things that genuinely make peoples' lives better. A friend who started working in this space several years ago told me "These last five years have been the hardest and worst and best and most rewarding I think I will ever have."

Matt Cutts was one of the first 100 employees at Google. He was one of the most well-known Googlers within the search marketing industry. He has spoken at many of our conferences and provided invaluable contributions to our industry and to Google. But it was time for him to move on and work on big government problems instead of working on problems at Google.

Matt shared this video to explain why he finds what the USDS does to be so important:

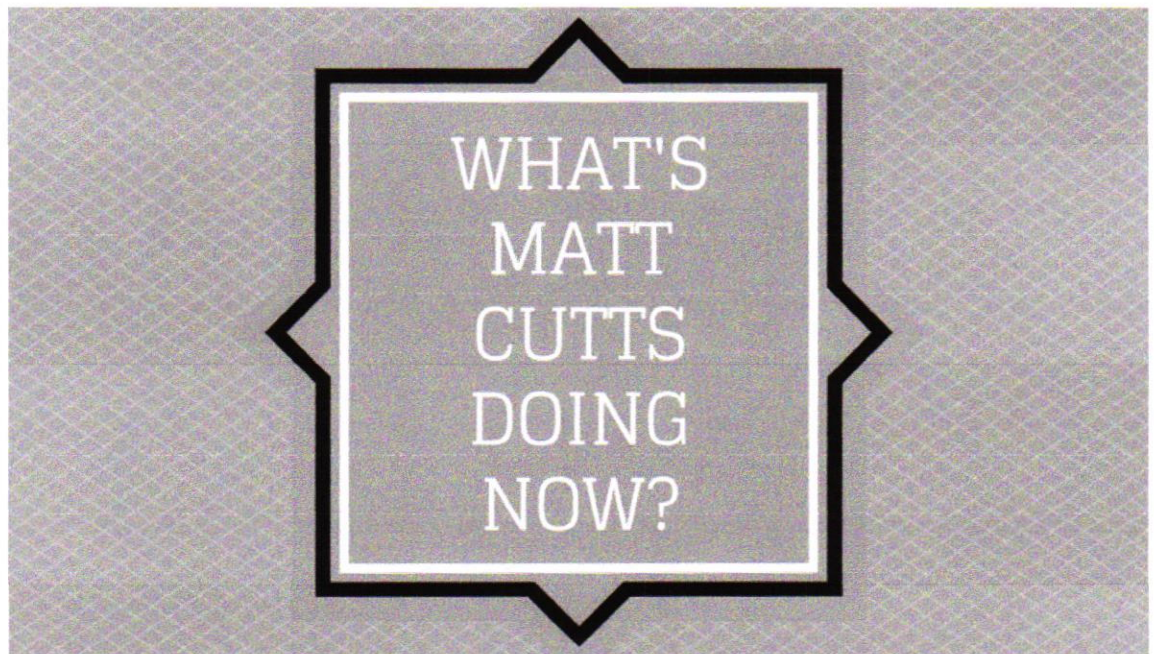


Matt Cutts, Google's Former Head of Web Spam, Explains Why He Left Google for USDS



Matt Southern / August 11, 2016

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Matt Cutts, once Google's head of the Web Spam team, has been on leave since 2014. What was originally intended to be a leave of several months has extended to over 2 years.

In the years that followed the original 2014 announcement, Cutts would provide updates stating he's still a part of the Google team, despite no longer holding the position he once did. The question of what he'll be doing next and when he'll be coming back remained unclear until recently.

Matt Cutts will continue to be on leave from Google, announcing in June that he'll be joining the United States Digital Service (USDS). Cutts will be working in the Pentagon with the Defense Digital Service team.

Providing little more information in his brief update, questions were still up in the air as to why Cutts left Google for the USDS after being such an integral part of the Google family for so many years. Cutts himself answered that question this week on Quora.

In his response, Cutts stated that the idea the idea of helping the government work better has been on his mind for a while — an idea which was fueled by those around him making a difference by tackling all kinds of government projects.

A dark-themed advertisement for Google Ads protection. The text is light gray and reads: "Block fraudulent clicks on your Google Ads. Automatically protect your ads from competitors, bots, click farms and other forms of click fraud. Simple setup. Start your free trial today." A white button with the text "Start Free Trial" is positioned on the right side.

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The combination of being an idealist, seeing his peers work on these kinds of projects, and feeling confident in his former team at Google ultimately led to Cutts' decision to join USDS.

Here's how Cutts explains it in his own words:

So: I'm fundamentally an idealist, and the idea of trying to help appealed to me. A bunch of people that I respect and like were also doing it. My former team at Google was doing well. And I was at a place in my life where I could spend several months in DC. The final nudge came at a conference earlier this year when I had dinner with Haley Van Dyck, an early member of the USDS. After talking to her, the question became: why wouldn't you do this?

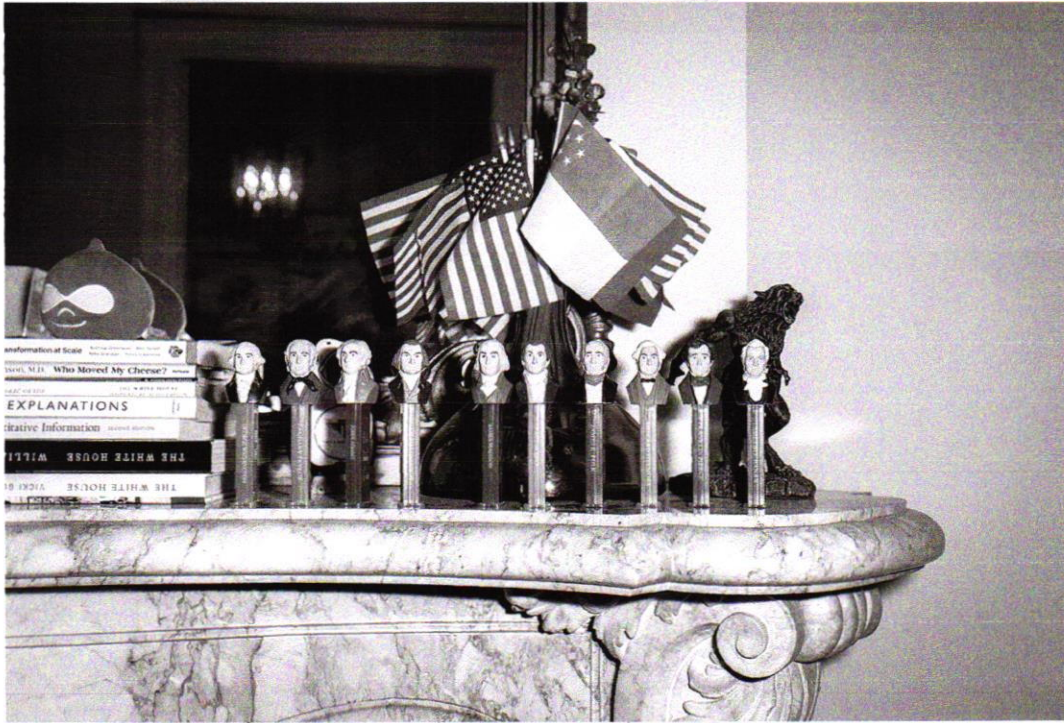
If you're interested in what exactly Cutts is doing at the USDS, well you'll be happy to know he's been especially active on Quora lately. For more information, [read his response here](#).

CATEGORY

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Matt Cutts.



House.

The head of the U.S. Digital Service listened to reports from employees providing cybersecurity training to Army recruits in Georgia and others assisting FEMA workers in Puerto Rico. Staffers in the room tapped on laptops, a multi-hued, gender-balanced group in T-shirts and hoodies, sporting hipster-length beards and tattoos—tattoos in the shape of the government agency’s logo.

Toward the end of the meeting, Cutts passed out stickers in honor of a departing staffer and announced that the agency’s in-house counsel would soon be taking on new responsibilities. “So if you know a super-smart, tech-savvy lawyer who wants to make a lot less money,” he deadpanned, “send him my way.”

That the scene is more *Silicon Valley* than *West Wing* is no accident. USDS was created in part to demonstrate how official Washington might look if it were run like a start-up. Its ranks are filled with people who, by government standards, might as well belong to an invasive species: software engineers, web designers, product managers, and other veterans of the technology industry. “A ragged band of 180 geeks,” as Cutts puts it.

And one minor internet celebrity—maybe you're one of the 9.9 million who've seen Cutts's "Try Something New for 30 Days" TED Talk.

Cutts was employee number 71 at Google. He took a sabbatical from the web giant in 2016, then gave up his career at the company—along with his stock options—to become USDS's head engineer, and ultimately its acting administrator. It was somewhat akin to Alex Ovechkin spending the off-season working out with a recreational hockey team in, say, San Antonio, then quitting the NHL to become the rec team's coach.



Cutts leads a meeting at agency headquarters, a townhouse on Lafayette Square.

But the unconventional profile isn't the only thing that distinguishes the 46-year-old Cutts in Trump-era DC. Barack Obama hatched USDS in 2014 in response to the bungled rollout of the Healthcare.gov website. By embedding software engineers inside the executive branch, the idea went, you could head off problems at the places where government interfaces with huge swaths of the public. Cutts—a registered Independent—joined the agency under Obama, then stuck around to guide it through the transition to President Trump. He's still in charge, earning praise from Democrats and Republicans alike, and his squad is one of the few Obama-era initiatives the Trump administration has unambivalently embraced.

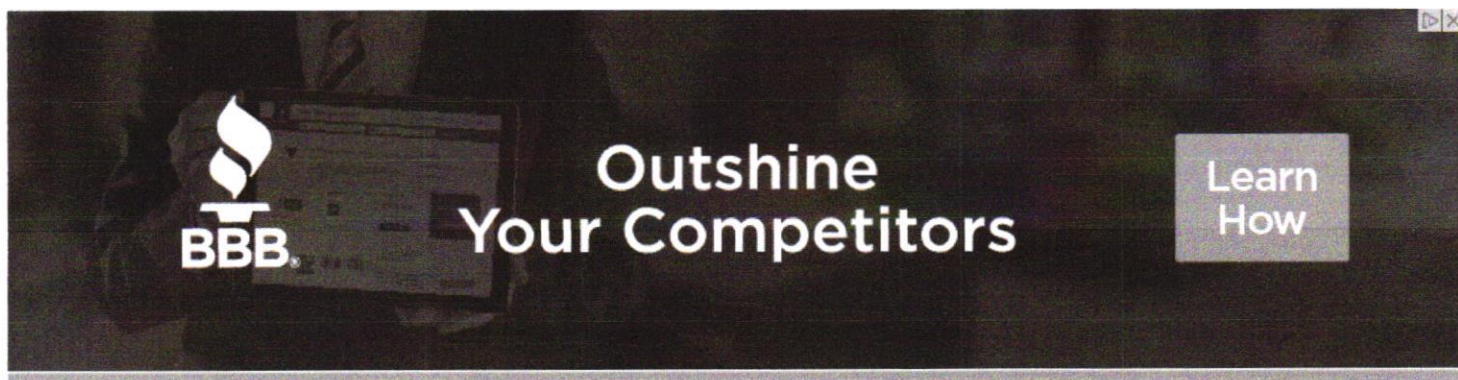
How has a soft-spoken, relentlessly genial Obama appointee survived the bombast and brinksmanship of the past two years? Cutts stresses that he has never joined any political tribe. "I got a good appreciation of different points of view growing up," he

says, describing how his mother, a kindergarten teacher and evangelical Christian, insisted that he and his brother attend church every Sunday, even though his father, a physics professor, declined.

Cutts, whose Google career was devoted to bolstering users' trust in what they search on the internet, sees his current job in similarly lofty terms. "There are so many things that need to be fixed—that's something everyone can agree on," he says. "We get to work on projects that matter, that are high-impact and nonpartisan. For me, it's an easy sell."

Now he just has to keep selling others like him—even as he deals with an unimaginable personal loss.

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A while back, Cutts learned a nerdy name for a philosophy that he pushes on his charges at USDS: “commitment escalation.” It’s something he’s familiar with. When Google went public in 2004, dozens of early hires, now multimillionaires, jumped ship for start-ups, philanthropy, or early retirement. Cutts got rich, too, but stayed on. On the most recent financial-disclosure statement he filed with the Office of Government Ethics, he listed income and assets valued at between \$75 million and \$228 million.

Cutts, who grew up in Kentucky and learned to program on a Commodore 64, had joined Google in 2000, back when founders Sergey Brin and Larry Page organized weekly roller-hockey games. He scaled the ranks, eventually heading the “web spam” team that worked to prevent third parties from pushing pornography, hoaxes, and other noxious content to the top of search results. He became known for his videos dispelling conspiracy theories about how Google ranked web pages—charges Trump himself recently revived—once recording 70 spots in a single day. And he started a blog that explained the science of search-engine technology but also included investing tips

(he's a devotee of low-cost index funds), images of his Halloween costumes ("Sometimes I get a little too excited"), and his favorite Italian-hoagie recipe (heavy on the sliced meat).

After a decade, Cutts looked for new horizons. A less-than-chiseled specimen, he took up running and within three years completed five marathons and ultramarathons, including a 50-miler. "He wants to do things that are hard and challenging, that other people haven't thought about," says Amy Schaumburg, a friend and running partner. Every day for a month, he biked five miles to work as part of a "30-day challenge," inspired by filmmaker Morgan Spurlock. Cutts chronicled more challenges on his blog: going vegan, not sending e-mail after 9 pm, learning the ukulele. He turned the fodder into an impromptu TED Talk at a conference in 2011—which became one of the most watched TED Talks of all time.

Then in 2014, Cutts informed readers of his blog that he was taking a leave of absence from Google "to be there for my wife more." Cindy Cutts had initially struggled to adjust to life in Silicon Valley. Matt had promised to spend four years at Google. But some 15 years had passed, so he told her to "pick what's next." The couple moved to Omaha, Cindy's hometown.

Cutts explored a switch to the public sector, including running for office, but Cindy nixed the idea. "She didn't want her family to be subjected to the scrutiny," he says. "Besides, I don't have a chin." During the 2014 election cycle, Cutts gave \$295,000 to Friends of Democracy, a super-PAC that supports public funding of political campaigns—contributions that made him the technology sector's fifth-biggest overall individual donor.

At another TED conference, in early 2016, Cutts had dinner with Haley Van Dyck, deputy administrator of the fledgling U.S. Digital Service, which was drawing talent from Silicon Valley's biggest companies, including Google, Twitter, and Facebook. "I was starting to see enough people who I trust and have a lot of stake in going to DC and trying to do something important," Cutts says. "At some point, I needed to find out what's going on here."