DJ Reid

Trust & Safety Technology Executive

I build organizations, technology and operating models that help large platforms remain safe, lawful and trusted.

More than 25 years in technology and operations, including over two decades in platform abuse, government response and investigations. Lead senior teams, connect technical strategy with public safety and privacy, and build capabilities that endure.

EXPERIENCE

2013 to present

Meta and Facebook

Senior Director, SI3 Technology, Data and Program Management

Menlo Park, California | Current role

Lead technology, data and strategic programs for Security, Integrity and Investigations within Meta Legal, reporting to the VP and Deputy General Counsel. Lead five senior leaders, including Technology and Data directors, and direct more than $30 million in annual operating expenditure across Law Enforcement Analytics & Programs (LEAP) and operations.

• Founded Meta Legal's first technology organization. Built multidisciplinary leadership across product, technical programs, data, assurance and vendor management, supporting government response, investigations and sensitive legal operations across North America, Europe, Asia Pacific and Latin America.

• Led the industry effort behind EU adopted standards for government data disclosure and content take down, connecting long term investment in data request APIs with regulatory and industry requirements.

• Own second line quality assurance and the data teams that assess performance and forecast capacity. Work with operations leadership to set improvement priorities and establish accountability for service levels and efficiency.

• Lead the team responsible for Meta's NCMEC relationship and reporting quality. Provide executive incident leadership for child safety, terrorism and other serious harms across Legal, Policy, Engineering and response teams. Support Incident Response Team automation and scaling.

• Set technology and AI strategy for regulated response workflows, connecting investment and adoption with measurable results. Legal request automation across seven markets reduced handling time by approximately 60 percent and delivered more than $1 million in realized savings.

• Set global vendor and workforce strategy, aligning resources with legal, safety and operational priorities. Develop senior leaders, secure investment and resolve competing demands across functions.

Connect

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Leadership

Organization building

Technology strategy

Independent assurance

Operational intelligence

AI transformation

Regulatory standards

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EXPERIENCE CONTINUED

2013
to 2017

Meta and Facebook

Manager, Law Enforcement Response Technology and Data Science

Menlo Park, California | April 2013 to January 2017

Built the technology and analytics foundation for global law enforcement response. Led development and launch of Facebook's first Transparency Report and established the operating framework for subsequent reporting. Developed capabilities for disclosure, preservation, counter terrorism, child safety and emergency response.

2011
to 2013

BlueKai (Oracle)

Product Manager, Tag Management and Pixel Delivery

Cupertino, California | September 2011 to April 2013

Owned product strategy and execution for tag management and pixel delivery. Identified and drove resolution of a defect responsible for approximately 20 percent revenue leakage. Built automated testing capabilities and connected engineering, sales, operations and customers. Named inventor on the Tag Latency Monitoring and Control System patent.

2002
to 2011

Yahoo!

Legal Technology Manager, Platform Abuse Engineer, and Abuse and Fraud Analyst

Sunnyvale, California | March 2002 to September 2011

Built national security and law enforcement response infrastructure for collection, preservation, disclosure and audit. Worked directly with state, federal and international agencies and provided technical court testimony.

Investigated fraud, account compromise, phishing, identity theft and organized abuse networks. Developed defenses against spam, automated abuse and account compromise across Yahoo! services, connecting investigations with product and engineering changes.

Perspective

Technical roots.
Organizational leadership.
Industry influence.

Education

San Jose State University

BA, Political Science

Minor in Communication Studies

Invention

Named inventor

Tag Latency Monitoring and Control System