



Diane Yu

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Diane Yu is the co-founder & CEO of [TidalWave.AI](#), TidalWave is on a mission to build a self-serving loan origination platform, take automation to an unprecedented level. TidalWave's end-to-end platform supports consumers through their loan journey from application to closing with a GPT-powered chatbot, backed by a fully automated proprietary mortgage engine, enables loan origination at true elastic scale without human involvement.

Before TidalWave, Diane Yu was the chief technology officer for Better, a digital mortgage company, from January 2021 to April 2022. At Better, Diane Yu led the company's platform and technology strategy, was responsible for upscaling the engineering teams as well as the purposely built platform, driving toward a mission to create innovative solutions making homeownership faster and simpler with superior customer service along the way. In this capacity, she worked closely with the founder, board members and the rest of the exec team, defined the company growth and transformation strategy, implemented and deployed tech solutions, leading the path via tech innovation.

Prior to that, Diane Yu served as the chief technology officer for Comcast Advertising as well as the co-founder of FreeWheel, A Comcast Company. In this capacity, Diane led the architecture and operation of FreeWheel's video monetization platform, with oversight of a global engineering team spanning the Americas, Europe and China. Diane also oversaw the engineering operations and complete lifecycle product development, and led organizational and high level technical architecture design.

Diane came to Comcast via acquisition of the company she co-founded, FreeWheel. As co-founder and CTO of FreeWheel, she built and evolved the company's research and development hubs from ground up, architected and created what was known as the most advanced adTech platform purposely designed and built for premium TV in the industry, serving global media conglomerates for their most complex and advanced advertising needs.

Diane has been a vocal champion for female leadership, with years of continuous efforts and determination, she has created a team that 30 percent of whom are female engineers, reflecting Diane's commitment to diversity and inclusion in the workplace.

Formerly with DoubleClick/Google, Diane played a critical role in architecting and managing the development of the company's advertising product suite, including DART ad serving and big data processing, Motif/Rich Media, Advertiser (DFA) and Search Performics, while leading engineering teams across DoubleClick's global offices.

Diane is a frequent honoree by Cablefax as one of its "Most Powerful Women" and "Most Influential Minorities" in the media industry, was named 2021 working mothers of the year by She Runs It.

Diane serves on the board of directors for Magnite (Nasdaq: MGNI) since March 2022.