

Alexander Fred-Ojala

EMERGING TECHNOLOGY · ENTREPRENEURSHIP · RESEARCH / EDUCATION

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Summary

AI, Data Science, and Blockchain expert. Research Director and Instructor at UC Berkeley, the #1 Public University in the world. Startup founder with an entrepreneurial mindset. I teach industry leaders how to benefit from the potential of emerging technologies.

Work Experience

Sutardja Center for Entrepreneurship & Technology, UC Berkeley

Berkeley, CA, USA

CHIEF DATA SCIENTIST & RESEARCH DIRECTOR

Aug. 2017 - Present

- Research and teaching related to the application of emerging technologies. Manage AI and blockchain industry collaborations.
- Co-founder of the Data Lab and the Blockchain Lab
- Technical Manager, the Blockchain Xcelerator Spring 2019.
- Project Manager and Lead Data Scientist of the global research project The Berkeley Innovation Index
- **Websites:** scet.berkeley.edu/data-lab || scet.berkeley.edu/blockchain-lab || berkeleyinnovationindex.org

College of Engineering, UC Berkeley

Berkeley, CA, USA

INSTRUCTOR & PROGRAM DIRECTOR

Oct 2016 - Present

- Instructor and co-creator of IEOR135 / IEOR 290 Applied Data Science with Venture Applications (800+ students, 200+ open-ended data science projects completed)
- Technical Program Director and Instructor, Learn2Launch (through Haas Business School). Blockchain curriculum creator.
- Instructor and co-creator of IEOR 185 Blockchain Challenge Lab, Fall 2018
- **Websites:** data-x.blog || learn2launch.berkeley.edu || ieor.github.io/blockchain185

Predli

San Francisco & Stockholm, SWE

FOUNDER & CEO

May 2019 - Present

- Predli is an emerging technology expertise advisory firm. We advise companies on AI and Blockchain strategies. www.predli.com

InnoQuant

San Francisco, CA, USA

CO-FOUNDER & COO

Feb 2017 - June 2018

- Created a fully automated innovation assessment tool to help companies improve their innovation capability. Revenue positive, 15k+ users. www.berkeleyinnovationindex.com

Auranest Inc.

Lund, Sweden

CMO & FOUNDING TEAM

Jan 2014 - Jan 2016

- First employee of this jobtech startup. Manager and head of team. Raised two investment rounds and won several awards. www.auranest.com

Education

UC Berkeley

Berkeley, CA, USA

M.Sc. MATHEMATICAL STATISTICS || GPA: 4.0 / 4.0

Aug 2015 - Oct 2016

- Graduate Studies in the Department of Mathematics / Statistics: Data Science, Applied Mathematics, and Entrepreneurship.
- **Thesis:** Construction of the Berkeley Innovation Index - A Higher Order Item Response Theory Approach

Lund University

Lund, Sweden

M.Sc. MATHEMATICAL STATISTICS AND FINANCIAL MODELING || GPA: 5.0 / 5.0

Aug 2014 - Sept 2016

- **Awarded:** LU's Education Abroad stipend, the Anna Whitlock Foundation stipend, Hakon Hansson's stipend, Crafoordska Stiftelsen's stipend.

Lund University & Uppsala University

Lund & Uppsala, Sweden

B.Sc. ENGINEERING PHYSICS | MINOR IN MACROECONOMICS || GPA: 4.7 / 5.0

Aug 2009 - May 2013

- **Teaching Assistant:** Calculus and Linear Algebra 2011-2014. Hosted teaching sessions for 30+ engineering students 2 times per week and corrected university exams.
- **Awarded:** The Hilbert Scholarship, Teacher of the Year Award, AF's stipend, Krischansta nation's scholarship, Dagny & Eilert Ekwall's scholarship.

Program Committees

- 2019 - **Visiting Professor, Plaksha University**, Implementation and instructor of the data science curriculum. *New Delhi, India*
- 2018 - **Industry Fellow - HKBU Business Entrepreneurship Support and Training**, Entrepreneurship and innovation community hosted at Hong Kong Baptist University *Hong Kong*
- 2018 - **Board Member, Muovitech AB**, The Largest manufacturer of Geothermal Products in Europe with over 100 employees in eight countries *Sweden*
- 2015 **Chairman of the Nominations Committee, Brygghuset FINN**, Elected the new Board *Sweden*
- 2014 **Industry Mentor, Forsberg's School**, Mentored Johan Bylund's examination project. *Sweden*

Published Papers & Articles

- 1 Bathia, S., Castro-Hernandez, E., Goyal, M., & **Fred-Ojala, A.** (2019). Comparative analysis of innovation capability: Examining differences across career strata and gender using item response theory. *ICE IEEE Nice, France*.
- 2 Tsang, N., Cao, C., & **Fred-Ojala, A.** (2019). Autonomous Household Energy Consumption using Deep Reinforcement Learning. *ICE IEEE Nice, France*.
- 3 **Fred-Ojala, A.**, Sidhu, I., & Charlotta, J. (2018). A quantitative approach to measure, track and forecast innovation capability within individuals and organizations. *ICIMSA Hong Kong*.
- 4 Sidhu, I., Ferry, T., & **Fred-Ojala, A.** (2018). Breaking the Zuckerberg myth: Successful entrepreneurs have 10 years of prior employment. *ICE IEEE Stuttgart, Germany*.
- 5 Sidhu, I. & **Fred-Ojala, A.** (2018a). Applying entrepreneurial teaching methods to advanced technical STEM courses. *ICE IEEE Stuttgart, Germany*.
- 6 Sidhu, I. & **Fred-Ojala, A.** (2018b). The future of Blockchain – A Berkeley perspective. *College of Engineering, UCB*.
- 7 **Fred-Ojala, A.** & Eng Larsson, J. (2016). *Construction of the Berkeley Innovation Index: A higher-order item response theory model approach*. Master Thesis.
- 8 Sidhu, I., **Fred-Ojala, A.**, & et al. (2016). *Berkeley Innovation Index: An approach for measuring and diagnosing individual's and organizations' innovation capabilities*. Berkeley Electronic Press.

Selected Presentations & Keynotes

- Sept 2019 **Keynote**, Industrial Applications of AI, PiiA *Stockholm, Sweden*
- Sept 2019 **Keynote**, AI Business Models, Hightech Summit *Stuttgart, Germany*
- May 2019 **Keynote**, Blockchain in Silicon Valley, Asian Leadership Conference *Seoul, South Korea*
- Feb 2019 **Keynote**, Blockchain in Practice, United Arab Emirates University *Dubai, UAE*
- Nov 2018 **Distinguished Guest Lecture**, Data Science, Hamad Bin Khalifa University *Doha, Qatar*
- Oct 2018 **Keynote**, Blockchain & Cryptocurrencies for Taiwan Delegation *Berkeley, USA*
- Oct 2018 **Main Speaker**, Mastercard Innovation Session *San Francisco, USA*
- May 2018 **Opening Speaker**, TiE Inflect: Blockchain Bootcamp *Santa Clara, USA*
- May 2018 **Keynote Speaker & Mentor**, Berkeley Method of Entrepreneurship Bootcamp *HKBU, Hong Kong*
- Apr 2018 **Keynote**, UC Berkeley, College of Engineering: Showcase to Donors *Berkeley, USA*
- Nov 2017 **Panelist & Innovation Expert**, Tech Match Malaysia *San Mateo, USA*
- Oct 2017 **Keynote**, Innovation in Silicon Valley: Delegation Visit from China's National Statistics Bureau *Berkeley, USA*

Honors & Awards

- 2018 - **Amazon Alexa Innovation Fellow**, Ten leading university faculty members in applied AI were awarded the Innovation Fellowship. *Seattle, USA*
- 2015-2016 **UC Berkeley Exchange Scholar**, I received the opportunity to complete my Master's at UC Berkeley *Sweden*
- 2014 **Auranest, 2nd Place, Venture Cup**, The World's Largest Business Plan Competition *Sweden*
- 2013 **Auranest, Top 50 Most Innovative Startups**, ACE Europe *Brussels, Belgium*
- 2013 **Student Teacher of the Year**, Lund University *Sweden*

Skills

Programming	Python, R, Spark, Java, Solidity, Matlab, Bash
Web	React, Javascript, CSS, Flask, HTML5
Cloud	AWS, GCP
Misc	SQL, Git, Jupyter, Databricks, Excel, \LaTeX
Languages	Swedish (native), English (fluent), Spanish (beginner)
Interests	Yoga, Tennis, Art, Running, Climbing, Music, and Writing.