Alexander **Fred-Ojala**

AI, DATA SCIENCE, BLOCKCHAIN & INNOVATION STRATEGY · EDUCATION · RESEARCH

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Summary

AI, Data Science, and Blockchain expert with an entrepreneurial mindset. Research Director and Instructor at UC Berkeley, the #1 Public University in the world. I educate industry leaders around the world on how to make emerging technologies useful and maximizing their utility.

Work Experience

Sutardja Center for Entrepreneurship & Technology, UC Berkeley
Berkeley, CA, USA

RESEARCH DIRECTOR, DATA LAB & CO-FOUNDER BLOCKCHAIN LAB — *Aug. 2017 - Present*

- Research and teaching related to the application of emerging technologies. Manage data and Blockchain related projects in cooperation with industry partners and researchers.
- 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

Industrial Engineering and Operations Research, College of Engineering, UC Berkeley
Berkeley, CA, USA

LECTURER, CO-CREATOR OF DATA-X, AND VISITING SCHOLAR — *Oct 2016 - Present*

- Lecturer and co-creator of the UC Berkeley class IEOR135 / IEOR 290 Applied Data Science with Venture Applications
- I have taught 350+ students, and coached 80+ open-ended data science projects.
- Developed course material and co-constructed the teaching framework
- Developed and have taught a 3day executive education program, based on the class material. Hosted globally.
- **Website:** data-x.blog

InnoQuant
San Francisco, CA, USA

CO-FOUNDER & COO — *Feb 2017 - June 2018*

- Software and data-driven approach to quantify organization's innovation capability. Revenue positive, 10k+ users. www.inno-quant.com

Auranest Inc.
Lund, Sweden

CMO & FOUNDING TEAM — *Jan 2014 - Jan 2016*

- Part of the management team and head of the five people marketing team. Raised seed round. www.auranest.com

Wheely's / Studio Total / Nordic Society for Invention and Discovery
Malmö, Sweden

PROJECT MANAGER, FOUNDING TEAM, COPYWRITER — *Sep 2013 - Jan 2014*

- Launched crowd-funding campaigns that raised $100k+: Wheely's (accepted into Y Combinator 2015), Wall of Sound etc. wheelys.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. Studied Data Science, Applied Mathematics, and Entrepreneurship.
- **Master 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*

- **Graduate Student Instructor:** Linear Algebra Fall 2014, Spring 2015. Taught classes 2-3 times per week and corrected exams.
- **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: 4.87 / 5.0 — *Aug 2009 - May 2013*

- **Teaching Assistant:** Calculus and Linear Algebra 2011-2013. Hosted teaching sessions for 30+ engineering students 2-3 times per week.
- **Awarded:** The Hilbert Scholarship, Teacher of the Year Award, AF's stipend, Krischansta nation's scholarship, Dagny & Eilert Ekwall's scholarship.

Program Committees

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. **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*.

2. Sidhu, I., Ferry, T., & **Fred-Ojala**, **A.** (2018). Breaking the Zuckerberg myth: Successful entrepreneurs have 10 years of prior employment. *ICE IEEE Stuttgart, Germany*.

3. Sidhu, I. & **Fred-Ojala**, **A.** (2018a). Applying entrepreneurial teaching methods to advanced technical STEM courses. *ICE IEEE Stuttgart, Germany*.

4. Sidhu, I. & **Fred-Ojala**, **A.** (2018b). The future of Blockchain – A Berkeley perspective. *SCET, College of Engineering, UC Berkeley*.

5. **Fred-Ojala**, **A.** & Eng Larsson, J. (2016). *Construction of the Berkeley Innovation Index: A higher-order item response theory model approach*. Master Thesis.

6. 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.

Presentations & Keynotes

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	**Presenter**, 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

2015-2016	**UC Berkeley Exchange Scholar**, I received the opportunity to complete my Master's degree (tuition free) 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	*Seoul, S.Korea*
2013	**Student Teacher of the Year**, Lund University	*Sweden*

Organizer of Masterclasses and Bootcamps

2.5 days Bootcamps: Data-X Masterclass in Hong Kong   *Hong Kong Productivity Council*

CREATOR, PRESENTER   *Jan 2018, May 2018*

- Organized and taught two bootcamps on AI, Machine Learning, and Blockchain to industry leaders and academics in Hong Kong.

2day Bootcamp: Data-X Masterclass in Prague   *xPort / VSE, Prague*

CREATOR, PRESENTER   *Jan 2018, May 2018*

- Organized and taught a 2day bootcamp on AI and Machine Learning to industry leaders and academics in Hong Kong.

Extracurricular Activity

Engineers without Borders   *Malmö, Sweden*

VOLUNTARY WORK   *2014 - 2015*

- Mathematics Teacher, helping Syrian Refugees with their Homework.

Engineering Physics' Student Board   *Lund Sweden*

2010

- Student Board. 200k+ SEK in economic responsibility and head of 40+ voluntary student workers.

Skills

Programming	Python, R, Spark, Java, Javascript, Solidity, Matlab, Bash
Web	HTML5, CSS, Flask
Misc	SQL, Git, Excel, LaTeX
Languages	**Swedish** (native), **English** (fluent), **Spanish** (beginner)
Interests	Data Science, Mathematics, Entrepreneurship, Yoga, Tennis, Running, Programming, Blockchain, and Writing.