

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 help industry leaders benefit from the true 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.