



## Dr. Alok Choudhary **FOUNDER, CHAIRMAN, AND CHIEF SCIENTIST, 4C**

4C is a global marketing technology company that delivers a unified platform for audience intelligence and media activation. Leading brands, global agencies, and media owners trust the Scope by 4C platform to identify their most valuable audiences and reach them across channels and devices. With nearly \$2 billion in annualized advertising spend running through Scope, 4C enables self-service activation on Apple News, Facebook, Instagram, LinkedIn, NBCUniversal, Pinterest, Snapchat, and Twitter as well as TV synced ads via display, search, social, and video.

Dr. Choudhary is the Henry and Isabel Dever Professor of Electrical Engineering and Computer Science at Northwestern University. He also teaches at Kellogg School of Management. Dr. Choudhary has received numerous prestigious awards including National Science Foundation's Presidential Young Investigator Award, IEEE Engineering Foundation award, an IBM Faculty Development award, and an Intel Research Council award. He is a fellow of IEEE, ACM and American Academy of Sciences. Dr. Choudhary also holds a United States patent on methods and systems for analyzing data of an online social network. In 2017, Prof. Choudhary was listed by *AdWeek* as a "trailblazer and pioneer" in marketing technology. Dr. Choudhary was also awarded with the "Technology Manager of The Year in Chicago," at the TIMMY awards in 2018.

Dr. Choudhary has consulted for many companies including Publicis Group, Vivaki, Southwest, Intel, IBM, SPSS, Teradata, Microsoft, Sun Microsystems, Newsbank, Sony, Portland Group, Lucent, Oliver Weinmen, and Netezza. His work has appeared in *The New York Times*, *Chicago Tribune*, *The Telegraph*, *Investor's Business Daily*, *ABC*, *PBS*, and many international media outlets. Dr. Choudhary gives talks at many international conferences.

Dr. Choudhary graduated with a PhD from the University of Illinois, Urbana-Champaign in the field of Supercomputing. He has published more than 500 papers and graduated more than 40 PhDs. His research over the last two decades focused on big data science, supercomputing, scalable data mining, machine learning algorithms and their applications in science, medicine and business applications (eg, intelligence, marketing, advertising).

**VISIT [4CINSIGHTS.COM](http://4CINSIGHTS.COM) OR FOLLOW @4CINSIGHTS**