MSI at the ARF

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Biographies

Zhou Yu is an Associate Professor at Columbia University Computer Science Department. Zhou (Jo) is the CEO of Articulate AI Inc, a startup that supercharges the workforce with Generative and conversational AI. Her research interest includes dialog systems, language understanding and generation, vision and language, human-computer interaction, and social robots. Dr. Yu has built various dialog systems with major practical impacts, their chatbots have reached ten million Amazon Alexa users. Dr. Yu's work earned a 2019 ACL best paper award nomination. She was recognized in the Forbes 2018 30 under 30 in Science and won the 2018 Amazon Alexa Prize.

Ayelet Israeli is the Marvin Bower Associate Professor of Business Administration at the Harvard Business School Marketing Unit. She is the co-founder of the Customer Intelligence Lab at the D^3 Institute at Harvard Business School. She teaches the E-Commerce: Strategy, Growth, and Analytics course and the Data-Driven Marketing course. In her research, Ayelet studies the value of data and AI in marketing contexts. In particular, her research focuses on pricing, channel management, online marketing, and marketing analytics. Her research has been published in leading marketing journals including Marketing Science, Journal of Marketing Research, and Management Science. Ayeletreceived her PhD in marketing from the Kellogg School of Management at Northwestern University. She holds an MBA from the Hebrew University of Jerusalem, where she also earned her MSc and BSc in computer science. In addition to her academic experience, Ayelet served as a lieutenant in the Intelligence Corps of the Israeli Defense Forces and worked as an engineer at Israel Aerospace Industries and at Intel Corporation in Israel.

Dan Goldstein works at the intersection of behavioral economics and computer science. Prior to joining Microsoft, Dan was a Principal Research Scientist at Yahoo Research and a marketing professor at London Business School. He received his Ph.D. at The University of Chicago and has taught or researched at Wharton, Columbia, Harvard, Stanford and The Max Planck Institute in Germany, where he was awarded the Otto Hahn Medal in 1997. His academic writings have appeared in journals from Science to Psychological Review. Dan is a member of the Academic Advisory Board of the UK's Behavioral Insights Team (aka Britain's "nudge unit") and is formerly President of the Society for Judgment and Decision Making, the leading academic organization in behavioral economics.

Zsolt Katona is Cheryl and Christian Valentine Associate Professor at the Haas School of Business. Katona joined Berkeley-Haas in 2008 as an Assistant Professor of Marketing. His research focuses on online marketing strategy, networks and social media. He studies how firms can better take advantage of new digital technologies and how they can integrate them into their marketing mix. Katona is faculty director of the Fisher Center for Business Analytics at the Haas School. He was named a Marketing Science Institute Scholar awardee and was a Barbara and Gerson Bakar Faculty Fellow. Katona is Associate Editor of Management Science, Marketing Science and serves on the editorial board of the International Journal of Research in Marketing.