

**For Immediate Release**

Nov 1, 2019

***Michael Els, Data Science Thought Leader Joins Aidentified as Head of Data Science***

Michael Els joined Aidentified as Head of Data Science, November 1, 2019.

Tom Aley, CEO and Co-Founder, Aidentified commented "Michael's significant experience with big data and artificial intelligence is a perfect fit for us. He will lead our effort to surface valuable opportunities for users using AI and show how they connect through sophisticated relationship mapping."

Michael Els, Head, Data Science, Aidentified commented "I have always enjoyed working in an entrepreneurial environment. Tom and Darr's success in the data world and their focus in this new venture are very exciting. I look forward helping design a technology that will transform how people identify opportunities from traditional search into delivering what the person seeks without effort."

**About Michael Els:**

Michael is a data science leader with experience ranging from pre-seed to public company. Prior to joining Aidentified, he started and led the data science team at MaxPoint as well as architected their machine learning platform. Michael is deeply interested in how big data and artificial intelligence are changing the way that companies interact with their customers. He holds a bachelor's in mathematics from Stellenbosch University, a master's in economics from Duke University, and a Ph.D. from Harvard Business School where he specialized in quantitative marketing and machine learning.

**About Aidentified:**

Aidentified was founded by twin brothers Darr and Tom Aley after a number of successful data related ventures and work at Amazon, D&B, and Dow Jones. The unmet opportunity they saw was the "Holy Grail" of combining an individual's consumer and professional attributes into a unified single household profile, using new technology to surface relevant relationships.

Leveraging 300 million U.S. profiles, Aidentified uses the latest AI and machine learning technologies that allow its customers to search for prospects based on recent wealth events that include stock trades, mergers and acquisitions, IPOs, management changes, new company investments, income, age, location, position within a company, personal interests and more. Aidentified's proprietary Relationship Mapping algorithms further help by connecting customers' personal and corporate networks and their client networks to find the strongest path to a prospect. ([www.aidentified.com](http://www.aidentified.com))

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