



Rana el Kaliouby, PhD

Deputy CEO, Smart Eye & founder, Affectiva

- Scientist turned Entrepreneur
- Humanizing Technology
- AI Thought Leader and Angel Investor
- Author, Girl Decoded
- Executive Fellow, Harvard Business School
- Fortune 40 under 40
- Forbes' Top 50 Women in Tech
- Young Global Leader, World Economic Forum
- Cambridge University and MIT degrees

Ranaelkaliouby.com [linkedin.com/in/kaliouby](https://www.linkedin.com/in/kaliouby)

Rana is a pioneer in Artificial Intelligence, scientist turned entrepreneur, founder and CEO with a track record of innovation and bringing disruptive technology to market. She spun Affectiva out of MIT and raised, in multiple rounds of funding, \$50M+ in capital from institutional and strategic investors and recently sold the company to Smart Eye, a publicly traded company HQ in Sweden. Rana built a world-class R&D team with expertise in machine learning, deep learning, data analytics, computer vision, speech analytics and software development. She is on a mission to humanize technology, transforming how people interact with technology and with each other. She created the new technology category of Emotion AI, a multi-billion dollar industry with applications across verticals including health, automotive, video communications and robotics.

Rana has over a decade of experience leading and scaling a disruptive AI startup, partnering with large global enterprises to integrate AI into their solutions to deliver business value with AI. She has managed multiple pivots, from hardware to software, and from general SDK to industry-specific B2B solutions – a business transformation that was published as a Harvard Business School case study. Today, Affectiva's AI is used by 28% of the Fortune Global 500, as well as major automotive OEMs, tier 1 suppliers and autonomous mobility providers. A skilled communicator, Rana is a savvy brand builder adept at applying PR and digital marketing to increase visibility.

Prior to founding Affectiva, Rana was in academia. She completed her PhD in computer science at Cambridge University and then joined MIT as a PostDoc and Research Scientist where she spearheaded the applications of AI in mental health, aerospace and consumer packaged goods. Rana has led multiple academic-industry partnerships, including technology transfer. As an Executive Fellow at the Harvard Business School, Rana is currently teaching a brand new class "Startup Academy: 100 questions for starting and scaling your company" and supporting the Harvard Business Analytics business pitch competition. She is a venture partner at the MIT E14 fund, advising new MIT spin outs on strategy, product-market fit, financing, governance and hiring.

Rana serves on Affectiva's and is on multiple global non-profits and advisory boards:

- Trustee, Massachusetts Technology Leadership Council
- Trustee and board member. The American University in Cairo, Egypt.
- Steering Committee Member, Boston Chapter of All Raise.
- Advisory Board Member of the Pediatric Simulation Program at Boston Children's Hospital.

She also serves on the board of Videra Health, an early stage venture backed remote patient monitoring startup.

A strategic thinker, Rana is a recognized thought leader in deep tech. Frequently interviewed by press and invited on stage, she is a charismatic speaker, adept at translating deep technical concepts for different stakeholders and audiences. Rana is an inspirational role model for rising AI leaders and women in tech. An empathetic leader, Rana is passionate about diversity, equity and inclusion, the ethical development of human-centric AI and building mission-driven cultures. An Egyptian-American, Rana has vast international experience having lived on 4 continents. She resides in Milton, MA with her two kids.

Board Assets

Lead Corporate Strategy, Financing and Operations

- Leads the development and execution of Affectiva's short- and long-term strategy.
- Led multiple rounds of financing raising \$53M in venture capital including corporate VC.
- Grew Media Analytics business to profitability: gross profit 90%, EBITDA >30%.
- Has negotiated 8 figure commercial partnerships.
- Built a global team of 100+ in North America, UK and Egypt, hiring top talent in AI and data analytics.
- Affectiva board member for 11 years: manages board and investor relations. Now at Smart Eye.
- Crisis management during COVID-19 including expensive reduction and scenario planning.

Technology innovation and AI Ethics

- Oversees the development of Affectiva's core AI from concept to commercial products.
- Delivered AI as cloud-based solution, as well as embedded SDK running on mobile and on the edge.
- Built robust patent portfolio and team-driven patenting approach; 35+ patents issued, 40 pending.
- Built Affectiva's proprietary machine learning, data warehouse and data annotation infrastructure.
- Company's Chief Ethics Officer; risk management by mitigating data and algorithmic bias.

Business Transformation and Market Inception

- Created and seeded new technology category of Emotion AI; Custodian and Chief Evangelist.
- Assesses and implements expansion opportunities into new global markets.
- Launched new automotive product to improve road safety and personalization of mobility experiences
- Enabled novel Emotion AI applications in healthcare, education, robotics, gaming and retail
- Organizes annual Emotion AI Summit to bring together an ecosystem of partners and industry leaders.
- Empathetic leader who fosters a mission-driven culture with a focus on diversity, equity and inclusion.

Brand Building and Thought leadership

- Recognized leader: Fortune's 40 Under 40; Forbes' Top 50 Women in Tech; Inc's 2020 Female Founders list. Frequently covered in Tier 1 media: NYT, WSJ, New Yorker, WIRED, TechCrunch.
- Executive Fellow, Harvard Business School
- World Economic Forum Young Global Leader; WEF Global Future Council on AI and Robotics.
- Member of the Young Presidents' Organization (YPO) and on YPO NE board.
- TED speaker (1.6 million views); Co-host of PBS NOVA series on AI; Inc. columnist.
- Author of Girl Decoded: A Scientist's Quest to Reclaim Our Humanity by Bringing Emotional Intelligence to Technology (Penguin Random House, 2020).

Board Experience, Startup Advisor and Mentor

- Serve on multiple global non-profit and advisory boards.
- On board of early stage healthtech startup
- Angel investor