

From the Puget Sound Business Journal

:<http://www.bizjournals.com/seattle/blog/techflash/2010/11/adknowledge-taps-fayyad-as-chief.html>

Adknowledge names Usama Fayyad as chief scientist

TOP EXECS

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John Cook

Usama Fayyad, a former Microsoft research and Yahoo executive who previously co-founded the Bellevue advertising startup AudienceScience, has been named chief scientist at [Adknowledge](#). The Kansas City-based company claims to be the fourth largest advertiser marketplace behind Google, Bing and Facebook, with more than 10,000 advertisers in the marketplace.

"Adknowledge has a unique network that spans hard-to-reach channels in the online advertising market today, where the reach of traditional search advertising is weak and has low relevance," said Fayyad in a [press release](#). "Adknowledge has a distinct opportunity through advanced analytics and targeting technology to deliver even more relevant ads to audiences using the pay-for-performance model. This will help advertisers secure high quality leads cost-effectively and publishers achieve significantly higher yields while delivering relevant messages to consumers."

Sounds a bit like Bellevue's [BlueKai](#). That company, which operates a marketplace where organizations trade advertising data, was also started by a former AudienceScience executive: [Omar Tawakol](#).

Backed by Technology Crossover Ventures, Adknowledge has been growing aggressively through acquisitions over the past three years.

Fayyad, the former chief data officer and executive vice president at Yahoo, also [serves as an adviser](#) to Seattle mobile analytics startup Ground Truth. He holds 20 patents and has published over 100 technical articles in the fields of predictive analytics, data mining, artificial intelligence and database systems.