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Short Bio

Sinan Aral is an Assistant Professor and Microsoft Faculty Fellow at the NYU Stern School of Business and Affiliated Faculty at MIT. His research focuses on social contagion, product virality and measuring and managing how information diffusion in massive social networks such as Twitter and Facebook affects information worker productivity, consumer demand and viral marketing. This research has won numerous awards including the Microsoft Faculty Fellowship (2010), the PopTech Science and Public Leaders Fellowship (2010), an NSF Early Career Development (CAREER) Award (2009), the Best Overall Paper Award at the International Conference on Information Systems (ICIS) (in both 2006 and 2008), the ICIS Best Paper in IT Economics Award (2006), the ICIS Best Paper in IT Business Value Research Award (2006), the ACM SIGMIS Best Dissertation Award (2007), and the IBM Faculty Award (2009).

Sinan has been a Fulbright Scholar, served as Chief Scientist and on the board of directors of SocialAmp, a social commerce company that enables targeting and peer referral in social media networks (which was sold to Merkle in January, 2012), and is currently an organizer of the Workshop on Information in Networks (WIN): http://www.winworkshop.net and a Scholar-in-Residence at the New York Times R&D Lab. He is a frequent speaker at thought leading events such as TEDxSiliconValley, TEDxColumbia Engineering, TEDxNYU, Wired's "Nextwork" and PopTech and has been the keynote speaker at executive gatherings such as Omnicom's Global "Emerge" Summit. His work is often featured in popular press outlets such as the *Harvard Business Review*, the *Economist*, the *New York Times*, *Businessweek*, *Wired*, *Fast Company* and *CIO Magazine*.

Sinan is a Phi Beta Kappa graduate of Northwestern University, holds masters degrees from the London School of Economics and Harvard University, and received his PhD from MIT.

You can find him on Twitter @sinanaral.