



The First Real-Time AI for Entity Resolution

## **Industry Veterans Tim O'Reilly and Dr. Bernard Meyerson Join Senzing as Strategic Advisors**

**VENICE, Calif. – August 07, 2018** – [Senzing®](#), Inc., an artificial intelligence-based (AI) software company focused on entity resolution, today announced that Tim O'Reilly, founder and CEO of O'Reilly Media, Inc. – and – Dr. Bernard Meyerson, IBM Fellow and Chief Innovation Officer, have joined Senzing as Strategic Advisors.

Tim has a proven track record of convening conversations that reshape the computer industry - from organizing the meeting where the term “open source software” was agreed on, to defining how “Web 2.0” represented not only the resurgence of the web after the dot com bust, but a new model for the computer industry, based on big data, collective intelligence, and the internet as a platform. He has now turned his attention to implications of AI, the on-demand economy, and other technologies that are transforming the nature of work and the future shape of the business world. The focus of O'Reilly Media is to change the world by spreading and amplifying the knowledge of innovators and urges companies to create more value than they capture.

“Knowing who people actually are is key to using personal data effectively in the 21st century while also preserving privacy,” said Tim O'Reilly, founder and CEO, O'Reilly Media. “The tools Senzing has developed to democratize entity resolution are a foundation for responsible data management. I am excited to help the company - and more than that, to help build a movement for greater trust between companies and their customers.”

Dr. Meyerson brings over 30 years of deep technological expertise to his advisory role at Senzing. He joined IBM Research in 1980, leading the development of high performance silicon:germanium communications technology, then went on to lead both IBM's highly successful Analog and Mixed Signal business, as well as global semiconductor development alliances. In his current role he leads a team focused on the early identification of major technical and business discontinuities impacting business and society. Throughout his career, Dr. Meyerson has received numerous technical and business awards. He is a Fellow of the American Physical Society and the Institute of Electrical and Electronics Engineers (IEEE) and a member of the United States National Academy of Engineering.



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“I have known and worked with Jeff and his team for a decade, and am delighted to now be collaborating with and advising Senzing on the rollout of its entity resolution 2.0 technology,” said Dr. Bernard Meyerson, IBM Fellow and Chief Innovation Officer. “The performance of the resolution engine is impressive - serving both business and societal needs. But more importantly, the ease with which it can be accessed, deployed and consumed makes it a game-changer in the field.”

“Building a world-class company requires a world class team,” said Jeff Jonas, founder and CEO, Senzing. “We are very fortunate to have these luminaries join as our first two strategic advisors. The insights and experience they bring to Senzing are already improving our execution and accelerating our growth.”

For more information on Senzing’s entity resolution 2.0 technology, and to download the software for free, visit: [www.senzing.com](http://www.senzing.com)

### **About Senzing**

Senzing delivers the first real-time AI for entity resolution. With Privacy by Design principles built in from the start, the Senzing technology has more privacy features than any other entity resolution product. Senzing plug-and-play entity resolution helps organizations discover who is who in big data. Senzing addresses use cases such as GDPR compliance, customer 360, public safety and bad guy hunting. Senzing customers include global companies, government organizations, small and medium-sized businesses and independent software vendors. Senzing is based in Venice, California. To learn more, visit [www.senzing.com](http://www.senzing.com).

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