



## Chang, Joongho

장 중 호

Assistant Professor, aSSIST

### RESEARCH AREAS

AI, Machine Learning, AI applications,  
Big Data Management, Data Analysis  
Data Marketing, Digital Transformation,  
Customer Data Platform

### TEACHING AREAS

Value Proposition of AI, AI algorithms,  
Data Analysis, Machine Learning methodology  
Big Data practice for enterprises,  
Business model development leveraging AI

### EDUCATION

MS & Ph.D. for Computer Engineering, Texas A&M University, USA  
BS for Electronic Engineering, Yonsei University, Korea

### EXPERIENCE

- Senior Executive Vice President, Marketing Operations, Homplus
- Executive Vice President, Marketing Operations, GS Home shopping
- Vice President, Marketing Operations, Emart
- PriceWaterhouseCoopers, Deloitte Consulting Korea

### PUBLISHED JOURNALS

Cork Quality Classification System using a Unified Image Processing and Fuzzy-Neural Network Methodology,  
TRANSACTIONS ON NEURAL NETWORKS, IEEE, VOL. 8, NO. 4, 1997

**AUTHORED BOOKS**

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21 Stories which Marketers should Know, 2013

Design works always, 2015