

Talal Al-Housseiny, PhD, MA

Senior Managing Director, Massive Dynamics, LLC

Dr. Talal Al-Housseiny is the Senior Managing Director at Massive Dynamics, LLC where he oversees technical development, data science pipelines, problem formulations, and meshing technology with business requirements.

At Massive Dynamics, Dr. Al-Housseiny leads the building of Trade Promotion Optimization systems and supply chain optimization systems for major Consumer Packaged Goods and Life Sciences clients, working closely with the Enterra Solutions team. A key advantage of Massive Dynamics' advanced analytics and optimization capabilities is the ability to pinpoint the true underlying sales drivers through glass box technology. In addition, one key feature of Massive Dynamics' supply chain optimization is the integration of machine-learning models to reflect the volatility and the variability of the system/network.



Prior to Massive Dynamics, Dr. Al-Housseiny served private equity clients while at Oliver Wyman in the oil & gas and manufacturing practice. He advised on various phases of acquisitions: cost restructuring and EBITDA improvement, post merger integration, valuation and due diligence, and organization design.

Previously, Dr. Al-Housseiny was a process engineer for Shell Oil in refining and petrochemicals. He also worked for P&G Oral Care (Lab of the Future) predicting consumer experience as a function of product properties.

Dr. Al-Housseiny holds a BSc in Chemical Engineering from Purdue University, and an MA and PhD in Chemical and Biological Engineering from Princeton University. Although an engineer by training, his research interest lies in soft matter physics and theoretical fluid mechanics. He studied a variety of topics including interfacial instabilities, elastohydrodynamics, viscous flows, and swimming microorganisms.

During his PhD studies, Dr. Al-Housseiny was awarded the National Science Foundation Fellowship and the prestigious Wallace Memorial Fellowship for engineering excellence (one awarded per year). His research was highlighted in major science media such as Physics Today, Nature, and Science.