

# AI expert Professor Chris Reed joins ContactEngine's Advisory Board

Submitted by: ContactEngine

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LONDON and WASHINGTON, D.C. -- ContactEngine, the next generation Customer Engagement Hub technology, welcome AI and argument technology expert Professor Chris Reed to their Artificial Intelligence Advisory Board.

Chris is Professor of Computer Science and Philosophy at the University of Dundee, Scotland, where he heads ARG-tech, the university's Centre for Argument Technology. Chris has been working at the overlap between argumentation theory and artificial intelligence for over twenty years, developing foundational theory in philosophy, linguistics and cognitive science that facilitates the development of practical AI applications. He has won over £6m of funding for the Centre and has published seven books and over 200 peer-reviewed papers on his research.

Upon joining ContactEngine's AI Advisory Board, Professor Reed will be working closely with the company's innovation team to help guide the further advancement of their artificial intelligence and machine learning capabilities.

On his appointment, Professor Chris Reed commented: "I'm delighted to have been invited to advise ContactEngine on their continued AI and machine learning research and development. It's been a pleasure getting to know the team and witnessing their commitment to being leaders in their field. They have made impressive strides in the practical applications of conversational AI and I look forward to helping them remain at the forefront of this exciting and rapidly expanding field."

ContactEngine's CEO, Dr Mark K. Smith, added: "It's such a privilege to have Chris on board. He's a brilliant AI pioneer and it's an honour to have his support and guidance in our efforts to continually improve and enhance our conversational AI technology. Chris brings a wealth of expertise from a very multi-disciplinary field, and we look forward to the new challenges he'll propose and to the insight he'll bring to our team."

Professor Nick Jennings of Imperial College London, who chairs ContactEngine's AI Advisory Board also commented: "Chris's appointment is a step further to ContactEngine becoming a leading force in AI-powered communications. Chris is internationally regarded as a leading expert in argument technology. Getting an AI system to understand the nuances of human interaction and intent is crucial to its success and is one of Chris's specialities. He will be a great asset to ContactEngine and I look forward to having a long-admired peer join the board."

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About ARG-tech

The Centre for Argument Technology is based in the School of Science & Engineering at the University of Dundee. ARG-tech works with models of argument and human reasoning from foundational philosophy, through linguistic expression to computational applications in AI. The group has secured over £6m in funding from government, charity and commercial sources, and has published over 200 papers in the area. The group collaborates with scientists around the world, and with companies including IBM and the BBC. Its work has

also attracted press attention, appearing in publications such as New Scientist, Wired magazine, Newsweek, The Independent and more. For more information, visit: [www.arg-tech.org](http://www.arg-tech.org)

#### About ContactEngine

ContactEngine is the next generation Customer Engagement Hub technology that enables brands to proactively engage customers in AI-driven conversations to fulfil business objectives. ContactEngine automates outbound customer engagement across all channels and generates unique insights into the changing patterns of communication by applying demographic and intent analysis, linguistics and ground-breaking artificial intelligence principles to mass volumes of raw data. ContactEngine transforms the way global brands engage with their customers - saving brands millions and making their customers happier. For more information, visit: [www.contactengine.com](http://www.contactengine.com)

