**Synerise and the Poznan University of Economics working together to offer PhD in Artificial Intelligence**

**Tech company Synerise and the Faculty of Informatics and Electronic Economy at the Poznan University of Economics (WIiGE UEP) have announced the establishment of PhD studies in Data Science in Business and Administration. This is the first such program in Poland and graduates will join the elite of professionals working on solutions based on Artificial Intelligence.**

**July 19th 2018**

The studies run by Synerise and WIiGE UEP are organized as part of the "Implementation Doctorate" program of the Ministry of Science and Higher Education. It aims to create conditions for the education of doctoral students in cooperation with businesses. The first semester will start in October of 2018. There will be ten positions available to candidates.

Participation in the project creates the possibility of simultaneous cooperation with a pioneering company in the field of creating solutions based on AI and a leading scientific team. Those holding Masters degrees and trained in the use of tools used in data science, machine learning and artificial intelligence algorithms, such as programming languages Python or R, are encouraged to apply.

Lectures will be conducted by a team of WIiGE UEP scientists from international projects for global corporations. Each PhD student will receive two tutors: one from the faculty and another from Synerise.

Doctoral candidates will be employed at Synerise, during their studies. In addition to the remuneration dependent on the position and subject of the doctoral project, they will receive a doctoral scholarship from the Ministry of Science and Higher Education in the amount of PLN 2,450 per month (exempt from certain taxation). The subject of the doctorate must be related to the strategy of Synerise and the PhD thesis, apart from the scientific value, should also lead to the development of a technology that will be implemented by Synerise.

Those interested in applying to the program may send their CV to doktorat@synerise.com under the title "Application for Synerise and UEP Doctoral Studies".

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**More about Synerise**

The Synerise AI Growth Cloud is a business platform that uses Artificial Intelligence to support companies in boosting their marketing and sales activities. It facilitates the Digital Transformation of enterprises regardless of the scale of their operations by providing:​

* unique knowledge about customers,​
* tools that enable effective management of various advertising campaigns.​

Synerise analyzes data from all customer contact points with the brand, creating behavioral profiles and offering dynamic segmentation of marketing messages for different groups of customers. It can predict future customer behavior and personalize communications via SMS, email, web push, mobile push, RTB or dynamic content.​

"They are building the Next Generation Marketing Cloud” - Satya Nadella, Microsoft CEO, about Synerise.​

Synerise's mission is to improve the end-user experience with brand marketing. It is working to end the marketer-as-spammer stereotype and believes that brands and their customers can work together to create mutually beneficial relationships. Each brand can be a lovebrand with the right help and support of Synerise AI Growth Cloud.

**Visit** [**synerise.com**](https://synerise.com)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Media contact:**

Jacek Dąbrowski

Senior PR & Content Marketing Manager

jacek.dabrowski@synerise.com

+48 507 359 389