CURRICULUM VITAE
V.A. Shiva Ayyadurai

Education

INSTITUTION AND LOCATION	DEGREE	YEAR(s)	FIELD OF STUDY
MIT, Department of Biological Engineering	Ph.D.	2004- 2007	Systems Biology
MIT, Department of Mechanical Engineering	S.M.M.E.	1988-1990	Applied Mechanics
MIT Media Laboratory, Department of Architecture	S.M.V.S.	1987-1989	Scientific Visualization
MIT, Department of Electrical Engineering and Computer Science	S.B.E.E.	1986	Operating Systems

Industry & Entrepreneurial Experience

2010-Present   Founder, Chairman & CEO, CytoSolve, Inc., In-Silico Drug Development
2012-Present   Founder, Innovation Corps, Non-Profit
2009   Outstanding Scientist Technology of India Origin to Lead CSIR-Tech, New Delhi, India
2004-Present   Board Member, EchoMail, Inc., Enterprise Email Management
2004-Present   Founder and Managing Director, General Interactive, LLC, Venture Incubator
1998-2004   Founder, President & CEO, EchoMail, Inc., Enterprise Email Management
1994-1998   Founder, President & CEO, Millennium Productions, Inc., Software & Media Production
1990-1994   Director of Advanced Products, Dataware Technologies, Inc., CD-ROM Search Software,
1986-1990   Senior Engineer, Graphics Software, IBM/Lotus Development Corporation
1984-1986   Senior Engineer, Information Resources, Inc., Marketing Analytics
1983-1984   Consulting Software Engineer, Chase, Inc., Hydrodynamics Software,
1982-1984   Research Engineer, HP Medical Systems, Operating System for Cardiologist Workstation,
1982-1983   Consulting Software Engineer, MIT Civil Engineering, Intelligent Signal Processing,
1981-1982   Consulting Software Engineer, Number Nine, Inc., Advanced Graphics Hardware,

Academic Teaching Experience

2010 - 2013   Lecturer, Systems Visualization, MIT Comparative Media Studies
2007-2012   Lecturer, MIT Biological Engineering Department
2007   Lecturer, Biological Pathway Design and Implementation, SMA 2007 Boot Camp
2006   Lecturer, Biological Pathway Design and Implementation, SMA 2006 Boot Camp
2006   Teaching Assistant, Control Systems and Dynamics, 2.14, MIT Mechanical Engineering
1994-2004   Industry Expert, "Dr. E-Mail", Industry Lectures Worldwide, Global 2000 Companies
1992-1994   Lecturer, Information Technology I, MIT Sloan School of Management
1990   Teaching Assistant, Dynamics, 2.03, MIT Department of Mechanical Engineering.
1988   Lecturer, Physics, MITES Program,
1987   Teaching Assistant, Computer Graphics, 4.971, MIT Media Laboratory
1986   Teaching Assistant, Measurements Laboratory, 2.671, MIT Mechanical Engineering
1985   Teaching Assistant, Being There, MIT Humanities Department
1984   Tutor, Circuits and Electronics, 6.002, MIT Electrical Engineering and Computer Science
1983   Tutor, Structures & Programming, 6.001, MIT Electrical Engineering & Computer Science
1982   Lecturer, IAP Course on Indian Art History, MIT Humanities Department

Academic Research Experience

2009-Present   Director, International Center for Integrative Systems, Educational & Research Foundation
2013 - 2014   Visiting Scientist MIT Sociotechnical Systems Research Center, ESD
2010-2011   Director, MIT Media and Organizational Biomimetics Initiative
2009   Scientist Level H, CSIR, New Delhi India
2007-2009   Fulbright Scholar, US-India Fulbright Program, Systems Biology-Traditional Medicines,
2004.2007   Research Associate, MIT Biological Engineering, Computational Systems Biology
1996-2004   Chief Scientist, EchoMail, Inc., Large Scale Architectures for Message Analysis

1992-1996	Chief Technology Officer, Information Cybernetics, Inc., Document Analysis & Modeling
1990-1992	Research Team Leader, MIT Sloan School, Offline Handwriting Recognition
1988-1990	Graduate Research Assistant, MIT NDE Lab, Wave Propagation Analysis and Modeling
1986-1988	Graduate Research Fellow, MIT Media Laboratory, Automated Graphic Design System
1984-1986	UROP Research, MIT Langer Laboratory, Particle Analysis in Fluidized Bed Reactors
1983-1984	UROP Research, MIT Health Sciences and Tech., Cryogenic Embryo Preservation
1981-1983	UROP Research, Tadoma and Speech Recognition, MIT Research Lab for Electronics
1979-1981	Research Associate, Sleep Pattern Analysis, UMDNJ Biomedical Engineering
1977-1980	Research Associate, E-Mail System, UMDNJ Laboratory for Computer Science

Selected Publications

S. Ayyadurai, The control systems engineering foundation of traditional Indian medicine: the Rosetta Stone for Siddha and Ayurveda, Systems of Systems Engineering, Vol. 5, No. 2, 125-149, June, 2014.

A. Koo, S. Ayyadurai, D. Nordsletten, R. Umeton, B. Yankama, S. Ayyadurai, G. García-Cardeña, C. Forbes Dewey Jr., *In Silico* Modeling of Shear-stress-induced Nitric Oxide Production in Endothelial Cells through Systems Biology, Cell Biophysical Journal, Volume 104, Issue 10, 2295-2306, May 21, 2013.

S. Ayyadurai, S. Abraham, T. Zawacki, International Small Business Commerce (ISBC): Potential Source of New Revenue for the United States Postal Service, U.S. Postal Service Office of Inspector General, February 15, 2013.

S. Ayyadurai, D. Sparks, L.P. Michelson, S. Abraham, Email Management & Potential Opportunities for United States Postal Service, U.S. Postal Service Office of Inspector General, August 24, 2012.

S. Ayyadurai, D. A. Nordsletten, B. Yankama, R. Umeton, C. F. Dewey Jr., Multi-scale Mathematical Modeling to Support Drug Development, Proceedings of Biomedical Engineering Society (BMES), Hartford, CT, October 12-15, 2011.

S. Ayyadurai, C.F. Dewey, Jr., CytoSolve: A Scalable Computational Method for Dynamic Integration of Multiple Molecular Pathway Models, Biological Engineering Division, MIT, Cambridge, MA, June 28, 2011.

S. Ayyadurai, Biomimetics of Communication and Media, 12th International Research Symposium on Service Excellence in Management,, Ithaca, NY, June 2-5, 2011.

S. Ayyadurai, C.F. Dewey, Jr., A Distributed Computational Architecture for Integrating Multiple Biomolecular Pathways, Biological Engineering Division, MIT, Cambridge, MA, March 9, 2011.

S. Ayyadurai, Services-Based Systems Architecture for Modeling the Whole Cell: A Distributed Collaborative Engineering Systems Approach, Communications in Medical and Care Compunetics, Springer Publications, 16 November 2010.

S. Ayyadurai, B. Yankama, R. Umeton, C. F. Dewey Jr., Editing and Aligning Complex Molecular Pathways Using 3D Models, Proceedings of Biomedical Engineering Society (BMES), Austin, TX, October 6-9, 2010.

S. Ayyadurai, Commentary: Innovation Demands Freedom, Nature India, December, 2009.

S. Ayyadurai, A Scalable Computational Architecture for Integrating an Ensemble of Biological Pathway Models, (in submission to Annals of Biomedical Engineering), November 2009.

S. Ayyadurai, Modeling the Cell, Proceedings of BIO-IT Conference, In Silicon Modeling Section, Boston. MA, April 2009.

S. Ayyadurai, Integration of Siddha with Systems Biology, Proceedings of Fullbright Conference 2009, Kolkata, India, March 2009.

S. Ayyadurai, Eva Sciacca, C. Forbes Dewey, Jr., A Web Based Tool for Integration of Molecular Pathway Models, Proceedings of BioInformatics and BioEngineering, 8th IEEE International Conference, 8-10 Oct. 2008.

S. Ayyadurai, Mission of Systems Biology, Bio-IT Beyond Genome Conference Proceedings, June 2008.

S. Ayyadurai, C.F. Dewey, Jr., Scaleable methods for large molecular pathway calculations: application to EGFR, In Biomedical Engineering Society Annual Fall Meeting, Los Angeles, September 2007.

K. R. Stiehl, K. Dang, S. Ayyadurai, B.-S Seah, S. S. Bhowmick, C. Forbes Dewey, Jr., A New Approach to Database Creation Using Ontologies: OWLdb. K. Dang, K. R. Stiehl , S. Ayyadurai, B.-S Seah, S. S. Bhowmick, C. F. Dewey, Jr., An Information Architecture to Support Molecular Pathway

S. Ayyadurai, C.F. Dewey, Jr., Integrating an Ensemble of Biochemical Network Models, In International Society of Computational Biology (ISCB 2007), Vienna, July 2007.

S. Ayyadurai, Cytosolve, In proceedings of the Singapore MIT Symposium for Computational and Systems Biology, January 2007.

S. Ayyadurai, Integrating Biological Pathway Models, In MIT CSBi Oktoberfest Proceedings, Cambridge, October, 2006

S. Ayyadurai, C. Forbes Dewey, Jr., C. Tan, Distributed Computing of Complex Collections of Biological Pathways, In World Congress on Medical Physics and Biomedical Engineering (WC 2006), Seoul, August-September 2006.

S. Ayyadurai, C. F. Dewey, Jr., J. Bassingthwaighte, J. Butterworth, P. Villiger, P. Hunter, Normalization of Biological Pathways, In World Congress on Medical Physics and Biomedical Engineering (WC 2006), Seoul, August-September 2006.

S. Ayyadurai, C.F. Dewey, Jr., Cytosolve: A Distributed Computational Architecture for the Integration of Biomolecular Pathways, In Biomedical Engineering Society Annual Meeting, Chicago, September 2006.

C. F. Dewey, Jr., S. Ayyadurai, V. Rouilly, C. L. Poh, S. S. Bhowmick, J. Evans, R. I. Kitney, Footprints in the Sand: Supporting External Analysis of Medical and Biological Databases, In World Congress on Medical Physics and Biomecal Engineering (WC 2006), Seoul, August-Sept 2006.

S. Ayyadurai, Modeling Actin Polymerization as a System of Integrated Biomolecular Pathways, In Proceedings of the Annual MIT CSBi Oktoberfest, October 2005.

S. Ayyadurai, C.F. Dewey, Jr., Computing unsteady phenomenon across multiple molecular pathways, In Biomedical Engineering Society Annual Meeting, Washington, D.C., September 2005.

S. Ayyadurai, S. A. Cimaszewski, J. H. Williams, Jr.: Unsupervised Classification of Fiber Composite Interphases, In Proceedings of the Second International Conference on Acusto-Electronics, The American Society of Nondestructive Testing, June 24-25, 1993.

A. Gupta, M. V. Nagendraprasad, A. Liu, Patrick Shen-Pei Wang, S. Ayyadurai: An Integrated Architecture for Recognition of Totally Unconstrained Handwritten Numerals, In International Journal of Pattern Recognition and Artificial Intelligence, Vol. 7, No. 4, pp. 757-773, 1993.

G. V. Novakovic, L. E. Freed, S. Ayyadurai, H. Bernstein, Robert S. Langer and C. L. Cooney, Fluid-Dynamic Study of the Enzymatic Fluidized Bed Reactor for Blood Dehparinization, Fluidization VI, In Proceedings of the International Fluidization Conference, Banff, Canada, May 1989.

S. Laxminarayan, O. Mills, L. Rajaram, S. Ayyadurai, L.P. Michelson, Sleep Stage and Apnea Pattern Analysis, In Proceedings of the International Conference on Medical and Biological Engineering, Espoo, Finland, August 1985.

Patents
Patent No. 6,668,281, V.A. Shiva Ayyadurai, "Relationship management system and method using asynchronous electronic messaging", April 6, 2004.

Patent No. 6,718,368, V.A. Shiva Ayyadurai, "System and method for content-sensitive automatic reply message generation for text-based asynchronous communications", April 6, 2004.

Patent No. 6,718,367, V.A. Shiva Ayyadurai, "Filter for modeling system and method for handling and routing of text-based asynchronous communications", April 6, 2004.

Research and Thesis Supervision
Ceryen Tan, **MIT UROP Project,** Biological Engineering, **Title:** SBML API Programming for Biological Systems Integration, 2005.

Steven A. Cimaszewksi, **MIT Masters Thesis**, Mechanical Engineering, **Title**: Statistical Analysis of Fiber Composite Interphase Inverse Problem, 1994.

Peter L. Sparks, **MIT Bachelors Thesis**, Electrical Engineering, **Title**: A Hybrid Method for Segmenting Numeric Character Strings, 1991.

Matthew J. Labrador, **MIT Bachelors Thesis**, Electrical Engineering, **Title**: The Generalized Mass-Spring Lattice Model with Damping : A Lagrangian Dynamics Approach, 1990.

Honors and Awards
Nominated National Medal of Technology and Innovation (NMTI)
US Patent and Trademark Office, September 2014

Livingston Hall of Fame
Livingston Educational Foundation (LEF), June 2014

ASSIST World Records Research Foundation Honorary Award
ASSIST World Records Research Foundation, Puducherry, India July 2013

Honorary Doctorate
Vinayaka Missions University, Salem, India July 2013

SKP Lifetime Achievement Award for Science and Technology
SKP Engineering College, Tiruvannamallai, India July 2013

Sri Sakthi Institute of Technology Lifetime Achievement Award
Sri Sakthi Institute of Technology, Coimbatore, **India July 2013**

The Smithsonian's National Museum of American History Acceptance of EMAIL papers, artifacts
National Museum of American History, The Smithsonian Institution, Washington D.C, February 16, 2012

First Outstanding Scientist and Technologist of Indian Origin (STIO/H)
Council of Scientific and Industrial Research (CSIR), India, 2009

Fulbright Scholar:
US Fulbright, Washington, DC, 2008-2009

Travel Fellowship Award
ISMB 2007, Vienna, Austria, 2007

Fulbright Scholar
US Fulbright, Washington, DC, 2007

Graduate Research Fellowship
SMA Graduate Research Fellowship, 2004-2007

Communications Solutions ™ Product of the Year Award
EchoMail RMOS Product Suite, November, 2003

Customer Interactive Solutions, TMC Labs Innovation Award
EchoMail Customer Care, September, 2002

Massachusetts Interactive Media Council Award (MIMC)
Customer Support Applications, EchoMail CC/BI (Finalist) 2002

Silver Pencil Award, Integrated Branding
Wieden & Kennedy/EchoMail, cK one E-Mail Campaign, 2001

Lotus Beacon Award
EchoMail RMOS Product Suite, 2000

Best of Class Internet Commerce Expo
Customer Service & Fulfillment, EchoMail CC, 1999

Massachusetts Interactive Media Council Award (MIMC)
Groupware/Collaborative Website (Finalist) World Music , 1998

Massachusetts Interactive Media Council Award (MIMC)
Non-Profit/Public Service Online, AccessExpressed.org Online Community (Finalist), 1998

Who's Who in America
Since 1997

Lotus Beacon Award
Best Messaging Solution, EchoMail Suite, 1997

Massachusetts Interactive Media Council Award
Best E-Mail/ Fax Application, EchoMail suite, 1997

Discover Magazine Award for Technical Innovation
XIVA™ Core Technology, 1996

Lemelson-MIT Award for Innovation
XIVA™ Core Technology (Finalist), 1996

Verizon (formerly GTE/BBN) Technologies Award
ProVision Award, Interactive Marketing Creative Direction, 1996

PCWeek's Web Site of the Week
Harvard-Square.com Online Community, 1996

Best of Europe Online
Arts-Online.com Online Community, 1996

Yahoo! #1 What's Cool
Harvard-Square.com Online Community, 1996

IBM Best Online Community
Harvard-Square.com Online Community, 1996

DISNEY EPCOT Center Award for Exhibit
Selected to be in Innoventions Exhibit, , 1996

First Place, Competition for Automatic Categorization of Electronic Mail
Office of the President, White House, Washington, DC, November, 1994.

Winner, Automatic Categorization of SGML Tagged Documents
Information Handling Services (IHS), Boulder, CO, 1993.

International Fellowship Research Grant, Research in the Cross-Language Translators
Sloan School of Management and Industrial Liaison Program and the Italian Trade Commission, MIT,
Cambridge, MA, 1992.

Elected Session Chairman, Session on Scientific Visualization
International IEEE EMBS Conference, Institute of Electrical and Electronics Engineers (IEEE),
Philadelphia, PA, 1991

Founder and Organizer, Session on Scientific Visualization
International IEEE EMBS Conference, Institute of Electrical and Electronics Engineers (IEEE), Seattle,
WA, 1990.

Full Member, SIGMA XI
Since 1989

SIGMA XI UROP Award for Outstanding Undergraduate Research
1985

MIT Mennen Scholar
1982-1986

Tau Beta Pi
1984.

ETA KAPPA NU
1984

VI-A Hewlett-Packard COOP Assignment
Biomedical Division, Andover, MA 1983

MIT Varsity Soccer
1982

Awarded Westinghouse Science Talent Search Award
1981

Thomas Alva Edison/Max McGraw Finalist
1981

Accepted to American Legion Jersey Boys State Program
1981

Outstanding Statesman Award, American Legion Jersey Boys State
1981

All-County Soccer Champions
Essex County, New Jersey, 1981

Individual First Place in Advanced Mathematics at New Jersey State Mathematics Competition
1981

Accepted to Gifted Students Program
New York University Program in Computer Science at Courant Institute of Mathematical Sciences for gifted students in Eighth Grade of Junior High School, 1977

Professional Societies
TIE, Charter Member
Tau Beta Pi, Lifetime Member
Sigma Xi, Full Member
Eta Kappa Nu, Member
Oxford-Cambridge Society, Member
The Indus Enrepreneur (TIE), Charter Member
Biomedical Engineering Society (BMES), Student Member

Skills
Programming Languages
C++, C, Java, HTML, ASP

Foreign Languages
Spanish, Italian, Tamil, Hindi

General Skills
Problem Solving, Writing, Teaching and Lecturing, Fundraising, Research, Proposal Development, Software Architecture, Design and Development, User Interface Design, Mathematical Modeling, Organizational and Business Development, Crisis Management, Mentoring and Career Development, Negotiations

Invited Lectures
Karunya University, National Level Symposium
Address: Inventions and Innovations for Sustainable Development
Coimbatore, India March 2014

Hindustan Educational Institutions
Address: Innovate to Lead
Coimbatore, India March 2014

Indian Institute of Technology, Mumbai
Address: Innovation Anytime, Anyplace by Anybody
Mumbai, India March 2014

Indian Institute of Technology, Delhi
Address: Innovation Anytime, Anyplace by Anybody
New Delhi, India March 2014

Penguin Publication Book Tour
Address: The EMAIL Revolution
India, March 12 to March 25, 2014

Chopra Center Journey to Healing
Address: Systems Health
San Diego, CA March 2014

Sages and Scientists
Address: Systems and Revolution
San Diego, CA August 2013

MIT Conversations on Sociotechnical Systems
Address: Rethinking Narrative and Systems of Innovation: Innovation Anytime, Anyplace by Anybody
MIT, Cambridge, MA October 2013

Chopra Center Journey to Health
Address: Systems Health
San Diego, CA August 2013

Hindustan University,
Address: Innovation Anytime, Anyplace by Anybody

Chennai, India July 2013

Velammal Vidyalaya
Address: Innovation Anytime, Anyplace by Anybody
Chennai, India July 2013

SCAD Engineering College
Address: Innovation Anytime, Anyplace by Anybody
Tirunelveli District, India July 2013

PSR Engineering College
Address: Innovation Anytime, Anyplace by Anybody
Sivakasi, India July 2013

Kalasalingam University
Address: Innovation Anytime, Anyplace by Anybody
Virudhunagar, India July 2013

Kalaignar Institute of Technology
Address: Innovation Anytime, Anyplace by Anybody
Coimbatore, India July 2013

Sri Sakthi Institute of Technology
Address: Innovation Anytime, Anyplace by Anybody
Coimbatore, India July 2013

SCAD Engineering College
Address: Innovation Anytime, Anyplace by Anybody
Coimbatore, India July 2013

Akshara Vidyaashram
Address: Innovation Anytime, Anyplace by Anybody
Cuddalore, India July 2013

CK College of Engineering & Technology
Address: Innovation Anytime, Anyplace by Anybody
Cuddalore, India July 2013

Sathyabama University
Address: Overcoming Hurdles and Believing in Oneself to Fulfill One's Destiny
Chennai, India July 2013

Infosys
Address: How Innovation can Happen: Innovation Anytime, Anyplace by Anybody
Chennai, India July 2013

GT Aloha Vidyamandir
Address: Integrate and Innovate
Chennai, India July 2013

Vellore Institute of Technology
Address: Siddha: The First Systems Biology
Vellore, India July 2013

Sri Sairam Engineering college & Sri Sairam Homoeopathy Medical College
Address: Innovation and the Invention of Email / Integration of Ancient and Alternative Medicine Systems
Chennai, India July 2013

Sona University
Address: Innovation Anytime, Anyplace by Anybody
Salem, India July 2013

Vinayaka Missions University
Address: Innovation Can Happen Anywhere
Salem, India July 2013

Sastha Tamil Foundation
Address: Innovation and Systems
Plano, TX April 2013

The Consortium of Health and Military Performance
Address: A Revolution in Medical Education
Uniformed Universities of Health Sciences, April 2013

MIT Traditional Medicines Society
Address: EAST MEETS WEST: Traditional Medicines + Modern Systems Biology
MIT, Cambridge, MA February 5, 2013 to April 21, 2013

MIT Biological Engineering Department Lecture Series
Address: EAST MEETS WEST: Traditional Medicines + Modern Systems Biology
MIT, Cambridge, MA September 9, 2011 to December 5, 2011

MIT Lecture Series
Address: EAST MEETS WEST: Traditional Medicines + Modern Systems Biology
MIT, Cambridge, MA September 9, 2010 to December 9, 2010

Customer Response Summit
Address: PREDICTING THE FUTURE: Are You REALLY Ready to Listen?
Westin Kierland Resort & Spa, Scottsdale, AZ November 3rd & 4th, 2010

Visual Interpretations Conference
Address: Collaborative Cave Drawings of Social Interactions: Simple Visualizations of Complex Phenomena humanities + digital Visual Interpretations Conference @ MIT, Cambridge, MA May 2010

BIO-IT Conference In Silico Biology
Address: Modeling the Cell
BIO-IT Conference, Boston, MA April 2009

Sri Ramachandra University
Address: Integration of Yogic Science and Systems Biology
Sri Ramachandra University, Chennai, IN, March 2009

SIAM Conference on Multi-Scale Systems
Address: Scalable Architecture for Integrating Multiple Biological Pathway Models

Montreal, CANADA August 2008

Genome Biology Conference - KEYNOTE SPEAKER
Address: The Mission of Systems Biology
Genome Biology Conference, San Francisco, CA June 2007

MIT UROP Panel
Address: Opportunities for Research at MIT
MIT UROP, Cambridge, MA February 2007

MIT Singapore Symposium
Address: Cytosolve
SMA Alliance Symposium, Singapore, January 2007

MIT GAME Seminar
Address: Modeling the Cell
Graduate Mechanical Engineering Students Seminar, Cambridge, MA 2005

Effective E-Mail Marketing Campaigns
Address: Measure your Success: New Metrics for E-Mail Marketing
The Institute for International Research, San Francisco, CA, February 2002

Excellence in E-CRM Conference
Address: The Big Lie of CRM
Allstate Corporation Conference Center, Northbrook, Ill. November 2001

E-Marketing / E-Service Seminar Series
Address: E-Mail Project Solutions
Cambridge Education Center, Cambridge, MA December 2001

EU Conference: Artificial Intelligence
How to Increase Banking Business and Open New Dialogue with On-line Customers
Address: E-Business Strategies for CRM
Realvision Vicenza e NTI UK Italia, *Vicenza, Italy, June 2001*

Pre-Conference Lecture, E-Mail2001 @ MIT Conference
Keynote Address: The Pulse of the Industry
Becton, Dickinson and Company, Franklin Lakes, New Jersey, May 2001

Nothing But New Forum at Fidelity Center for Applied Technology
Keynote Address: E-Mail Marketing Strategies
Fidelity Center for Applied Technologies, *Boston, MA, April 2001*

E-Mail2001@MIT Conference: Intelligent Life
Keynote Address: The Corporate Nervous System
MIT University Park Hotel, *Cambridge, MA, January 2001*

Southern India E-Commerce Conference 2000
Keynote Address: E-Mail = E-Commerce
Advertising Club of Madras, *Chennai, India, December 2000*

Le Potenzialita del Marketing On-line in Italy
Keynote Address: Marketing On-line in Italy: How It Can Be Done
Brodeur Image Time, *Milan, Italy, December 2000*

2000 General Motors Dealer Summit
Keynote Address: eCRM - How E-Mail Helps Your Business
Maritz Performance Improvement Company, *Scottsdale, AZ, October 2000*

Producing Sales in Call Centers
Keynote Address: Implementing Interactive Web
Institute of International Research, *Washington, D.C., June 2000*

Measuring and Managing the Quality of E-Mail Response
Keynote Address: Using Automated Systems to Improve E-Mail Response
InfoCast, *San Francisco, CA, May 2000*

JCPenney Internet Day
Keynote Address: E-Mail - The Ultimate Relationship Builder
JCPenney, *Huston, TX, May 2000*

Annual Investment Conference for Private Companies
Keynote Address: Electronic Customer Relationship Management
Massachusetts Software and Internet Council, World Trade Center, *Boston, MA, April 2000*

Innovators Breakfast Series
Open Discussion: The eCRM Problem
Massachusetts Institute of Technology, New York Academy of Sciences, *New York, NY, April 2000*

Innovators Breakfast Series
Open Discussion: The Power of E-Mail - Brand Loyalty in Real Time
Massachusetts Institute of Technology, National Press Club, *Washington, D.C., April 2000*

American Express, Naples Conference
Keynote Address: Electronic Customer Relationship Management
American Express, *Naples, FL, March 2000*

American Express, Bermuda Conference
Keynote Address: Electronic Customer Relationship Management
American Express Delivery Group, *South Hampton, Bermuda, March 2000*

Customer E-Mail Management
Keynote Address: Using Automated Systems to Improve E-Mail Response
International Quality & Production Center, *London, England, February 2000*

GM e-Wow Speaker Series: Building Customer Relationships Online
Keynote Address: Electronic Customer Relationship Management
General Motors Global Brand Management College, *Detroit, Michigan, February 2000*

Innovators Breakfast Series
Open Discussion: Is software That Answers E-Mail Automatically the Future of On-line Marketing?
Massachusetts Institute of Technology, *Cambridge, MA, February 2000*

Internet Customer Relationship Management
Keynote Address: Electronic Customer Relationship Management
The Institute for International Research, *San Diego, CA, January 2000*

Electronic Commerce World 1999 Conference
Educational Track: E-Mail--The Ultimate Relationship Builder
EC World 2001 Conference, *Orlando, FL, October 1999*

Technology Based Customer Care ICM Conference
Keynote Address: E-Mail = E-Commerce
ICM Conferences, Atlanta, *Georgia, February 1999*

DISNEY INSTITUTE/ OOPS Conference
Address: Object Oriented Programming, 1998
Other Seminar Leaders: Alan Kay

Books and Chapters in Books

The EMAIL Revolution
Author: V.A. Shiva
Publisher: Allworth Press, New York, 1997

E-Mail: The Ultimate Relationship Builder, Volume (In Progress)
Volume I, Volume II, Volume II
Author: V.A. Shiva

The Internet Publicity Guide: How to Maximize your Marketing and Promotion in Cyberspace
Author: V.A. Shiva
Publisher: Allworth Press, New York, 1997

Arts and The Internet: A Guide to the Revolution,
Author: V.A. Shiva
Publisher: Allworth Press, 1996, New York

Chapter on Electrodynamics, Dynamics,
Chapter in Book by Prof. Williams

Chapter in Communications Arts

Computer Assisted Automatic Indexing
Document Analysis Conference, October, 1994
Author: V.A. Shiva Ayyadurai, Submitted for Publication

Unsupervised Hierarchical Clustering of Fiber Interphases for Materials Classification
American Society of Non-Destructive Testing (ASNT) Conference, April, 1993
Authors: V.A. Shiva Ayyadurai, S. Cimaszewski, J.H. Williams. Jr.

Neural Network Based Hybrid System for Handwritten Character Recognition
Sloan School of Management Technical Report Fall, 1991
Author: Shiva Ayyadurai

Visualization of Wave Propogation in Anisotropic Media
Master of Science Thesis, MIT Media Laboratory February, 1990
Author: S. Ayyadurai

A Workstation for Particle Motion and Flow Analysis
IEEE Computers in Medicine, New Orleans, LA, November, 1988
Authors: Ayyadurai, Novakovic, Gordana, Langer, Bob

Blood Deheparinization in a Fluidized Bed Reactor
Proceedings of the Canadian Conference on Fluid Dynamics, 1987
Author: Novakovic, G., Ayyadurai, S., Michelson, L.

Prototype Expert System for Bridge Deck Deteriorization
Project Report to NSF, September, 1986
Authors: Maser, Ken, Schott, Jean-Pierre, Ayyadurai, Shiva

Sleep Stage and Apnea Pattern Analysis, pp. 505-506
Journal of the International Federation of Medical and Biological Engineering, Espoo Finland, August, 1985
Authors: Laximinarayan, S. Ayyadurai, S., Michelson, L.,

Ayyadurai's Four Point Theorem
The Mathematics Teacher, Spring, 1981
Author: Shiva Ayyadurai

MEDIA APPEARANCES

Esquire Network: Best Bars in America

The Economic Times: Shiva Ayyadurai, inventor of EMAIL, looking for bright business ideas from youngsters, April 2014

Udupi Today: Indian boy Shiva Ayyadurai who invented email, April 2014

Digit Magazine: Interview with VA Shiva Ayyadurai – Creator of EMAIL, April 2014

The Hindu: Mail Matters, April 2014

Business Economics: Email Is Not Dead. It Is Here To Stay…, April 2015

DNA Newspaper: How I Invented Email, March 2014

News Today: The Man 'behind e-mail' speaks out, March 2014

The Huffington Post, One World with Deepak Chopra: The Boy Who Invented Email, March 2014

The Telegraph: Innovate message from Mr Email, March 2014

Mumbai Mirror: Reply To All, March 2014

Kalaignar TV: Interview with Dr. VA Shiva Ayyadurai, September 2013

The Times of India: Dr. VA Shiva Ayyadurai Blames Caste for India's Backwardness in Research, July 2013

The Hindu: No more guinea pigs in combination drug tests?, July 2013

The Times of India: Forgotten email patent holder pings Chennai, July 2013

The New Indian Express: Siddha way to develop drugs without killing animals, July 2013

Sun News: Live Dial-In Show, July 2013

Hello FM 106.4: Hello Thamizha, July 2013

IEEE PULSE: Creating Models of Life, May 2013

Wired Magazine: Who Invented Email? Ask Noam Chomsky, November 2012

Time: The Man Who Invented Email, November 2011

Star News October 2009

New York Times: October 2009

Hindustan Times: October 2009

The Hindu: Fulbright-Nehru Fellowship Announcement, March, 2009

Times of India: Fulbright-Nehru Fellowship Announcement, March, 2009

MIT Tech Talk: Fulbright Scholar on New Adventure, September, 2007

Wall Street Journal: EchoMail Can Sort, Answer Deluge of Email, 2001

Wall Street Journal: Amid Anthrax, Businesses Sour On U.S. Mail, 2001

Boston Business Journal: EMAIL Marketing Looks Past Spam to Viral Affection, 2001

Wall Street Journal: Mail Scare Could be Lethal for Businesses, 2001

B2B Magazine: Technology Leads Prospects to Sales, 2001

Customer Interactive Solutions: TMC Labs 2nd Annual Innovation Award, 2001

Mass High Tech's On the Move with Dyke Hendrickson, 2001

Forrester Research: "Effective Email Marketing" by Shar VanBoskirk with Charlene Li and Jennifer Parr, 2001

Customer Interactive Solutions: Solutions for EMAIL and Speech Interfaces, 2001

CFO Magazine: The Customers Always Write, by Alix Nyberg, 2001

Summit Strategies: On the Radar column by Associate Analyst Kate Claus, 2001

Business 2.0 with John Tomasic: 2001

Summit Strategies: UpFront column by Associate Analyst Kate Claus, 2001

Congress Online Project: EMAIL Overload in Congress Managing a Communications Crisis, 2001

Read Across America: Daniel Haggerty Elementary School and EchoMail, 2001

ZD Net: During a Recent Visit to India EchoMail CEO, V.A. Shiva, Meets The Press, 2001

MIT Technology Review: Dr. EMAIL Will See You Now, Cover Story by Deborah Shapley, 2000

CIO Magazine: Electronic Electorate, 2000

Tech Republic, The EMAIL Doctor is In, 2000

The Boston Globe: As far as the Senate is concerned, 'Dr. EMAIL' is in, 1999

Fast Company: The EMAIL Prescription, 1999

Internet World, Sites Invest Big in Technology to Improve Service, 1999

Fortune Magazine, Handling Customer Service on the Web, 1999

Adweek: Dr. EMAIL, 1999

Silicon India: Antidote for the EMAIL Ills, 1998

ComputerWorld: EMAIL Adds Aura to Calvin Klein Campaign, 1998

Mass High Tech: General Interactive May Rule the World of EMAIL, 1998

Continental Magazine: EchoMail's V.A. Shiva Has A Vision For The Internet That Begins With EMAIL, 1998

Exhibitor Magazine: IBM's Lead Retrieval System, 1998

Internet World: Companies Seek Solutions to EMAIL Flood, 1998

Electronic Messaging News: EchoMail® Executive Briefing, 1998

The Forrester Report: Commerce Technology Strategies, 1998

Times Union (Albany, NY) : The Web as a Black Hole, 1998

The Ann Arbor News: EMAIL Isn't Quite Down to Business, 1998

The Journal Record: Poor Response to Email, 1998

The Press Democrat: Black Hole of Email, 1998

The Houston Chronicle: Customer Email, 1998

Integrated Marketing & Promotion: The Ultimate Relationship Builder, 1998

The New York Times: We Got Your Email; Just Don't Expect a Response, 1998

Star Tribune: For Much Customer Email the Web Can Be a Black Hole, 1998

Fort Worth Star Telegram: Much Internet Customer Slow as Snail Mail, 1998

Portland Press Herald: Many Companies Falter in Fielding Consumer EMAIL, 1998

Tallahassee Democrat: Companies Respond Poorly to Customer EMAIL, 1998

Mass High Tech: Millennium Clinches Olympic-Sized Deal, 1997

Andrew Ross Sorkin: Nike Ads Point Consumers to the Internet, 1997

Telephony Magazine: An E-Explosion, 1997

E-Business & Communications: IBM Solutions Strengthen Internet Service Providers for Success in "Second Wave" of the Internet, 1997

PC Week: Return to Sender , 1997

Communication Arts: The Internet Publicity Guide, 1997

Reseller Magazine: N.E. VAR Builds Very Special Intranet, 1997

Mass High Tech: Web Site Transforms the Hub into Surf City, 1996

The New York Times: Lotus Gears Up to Get a Slice of Internet Pie, 1996

Boston Business Journal: Marrying High Art with High Tech, 1996

Computer Reseller Magazine: VAR Bridges Arts, Technology Gap in Web Site Design, 1996

West Essex Tribune: Livingston Designs Electronic Mail Student, 1978

Industry RFP Awards

Allstate Corporation, Business Intelligence and Customer Care Technology ($1,500,000.00)

AT & T, Business Intelligence and Customer Care Technology ($120,000.00)

American Express, Business Intelligence and Customer Care Technology ($4,120,000.00)

BancOne Services Corporation, Business Intelligence and Customer Care Technology ($920,000.00)

BThree (Warner), Business Intelligence and Customer Care Technology ($520,000.00)

Bausch & Lomb, Business Intelligence and Customer Care Technology ($25,000.00)

Becton Dickinson, Business Intelligence and Customer Care Technology ($1,110,000.00)

Bush for President, Inc., Business Intelligence and Customer Care Technology ($820,000.00)

Cendant, Business Intelligence and Customer Care Technology ($20,000.00)

Citigroup, Business Intelligence and Customer Care Technology ($3,150,000.00)

Calvin Klein Cosmetics Company, Business Intelligence and Customer Care Technology ($830,000.00)

Classified Ventures, Inc., Business Intelligence and Customer Care Technology ($710,000.00)

Dial Corporation, Business Intelligence and Customer Care Technology ($110,000.00)

Entertainment Media Services, Inc., Business Intelligence and Customer Care Technology ($150,000.00)

Fireman's Fund Insurance Company, Business Intelligence and Customer Care Technology ($80,000.00)

Gateway, Business Intelligence and Customer Care Technology ($1,170,000.00)

GEICO, Business Intelligence and Customer Care Technology ($2,250,000.00)

Hasbro Interactive, Inc., Business Intelligence and Customer Care Technology ($510,000.00)

Hershey Foods Corporation, Business Intelligence and Customer Care Technology ($9,500.00)

Hilton Hotel, Business Intelligence and Customer Care Technology ($1,050,000.00)

HomePortfolio, Inc., Business Intelligence and Customer Care Technology ($315,000.00)

The IT Group, Business Intelligence and Customer Care Technology ($25,000.00)

John Hancock Financial Services, Business Intelligence and Customer Care Technology ($660,000.00)

JCPenney, Business Intelligence and Customer Care Technology ($5,230,000.00)

LA Times, Business Intelligence and Customer Care Technology ($20,000.00)

Lycos, Inc., Business Intelligence and Customer Care Technology ($670,000.00)

Kimberly Clark Corporation, Business Intelligence and Customer Care Technology ($130,000.00)

People, Business Intelligence and Customer Care Technology ($120,000.00)

Procter & Gamble Company, Business Intelligence and Customer Care Technology ($340,000.00)

Purina, Business Intelligence and Customer Care Technology ($280,000.00)

QVC, E-Mail Management: Inbound and Outbound E-Mail ($890,000.00)

Rx.com, Inc., Business Intelligence and Customer Care Technology ($70,000.00)

Salomon Smith Barney, Business Intelligence and Customer Care Technology ($120,000.00)

Silicon Graphics, Inc., Business Intelligence and Customer Care Technology ($310,000.00)

Sprint Spectrum, Business Intelligence and Customer Care Technology ($850,000.00)

TELUS Corporation, Business Intelligence and Customer Care Technology ($90,000.00)

Time Incorporated, Business Intelligence and Customer Care Technology ($45,000.00)

Turner Entertainment, Business Intelligence and Customer Care Technology ($9,500.00)

United States Senate, Business Intelligence and Customer Care Technology ($890,000.00)

Unilever Consumer Services, Business Intelligence and Customer Care Technology ($780,000.00)

Professional ART RFP Awards

Aaron Concert Management, Art Promotional Support Online Branding Grant ($15,000.00)

American Indian Contemporary Arts, Art Promotional Support Online Branding Grant ($15,000.00)

Allworth Press, Art Promotional Support Online Branding ($15,000.00)

Alvin Ailey American Dance Theater, Art Promotional Support Online Branding Grant ($80,000.00)

Art Complex Museum, Art Promotional Support Online Branding Grant ($15,000.00)

Boston Ballet, Art Promotional Support Online Branding Grant ($40,000.00)

Boston Casting Company, Art Promotional Support Online Branding Grant ($15,000.00)

Cambridge Art Cooperative, Art Promotional Support Online Branding Grant ($15,000.00**)**

Cambridge Multi-Cultural Art Center, Art Promotional Support Online Branding Grant ($15,000.00)

Dance Umbrella, Art Promotional Support Online Branding Grant ($15,000.00)

Fashion Cafe, Art Promotional Support Online Branding ($15,000.00)

Green Linnet/Xeonphile, Art Promotional Support Online Branding ($15,000.00)

Handle & Haydn Society, Art Promotional Support Online Branding Grant ($15,000.00)

Honolulu Academy of Arts, Art Promotional Support Online Branding Grant ($15,000.00)

International Arts Manager, Art Promotional Support Online Branding Grant ($15,000.00)

Houston Ballet, Art Promotional Support Online Branding Grant ($15,000.00)

Lyric Stage, Art Promotional Support Online Branding Grant ($15,000.00)

MMC Recordings, Art Promotional Support Online Branding ($15,000.00)

MUSICIAN Magazine, Art Promotional Support Online Branding ($40,000.00)

National Association Performing Artists Managers of America (NAPAMA), Online Branding Grant ($15,000.00)

New Age Voice, Art Promotional Support Online Branding Grant ($15,000.00)

Poetry Alive! Art Promotional Support Online Branding Grant ($15,000.00)

Sedia Furniture Design, Art Promotional Support Online Branding Grant ($15,000.00)

Sculpture Review, Art Promotional Support Online Branding Grant ($15,000.00)

Strand Theater, Art Promotional Support Online Branding Grant ($15,000.00)

Very Special Art, National, Art Promotional Support Online Branding Grant ($70,000.00)

Very Special Art, Massachusetts, Art Promotional Support Online Branding Grant ($30,000.00)

World Music, Art Promotional Support Online Branding Grant ($15,000.00)

Young Concert Artists, Art Promotional Support Online Branding Grant ($15,000.00)

ZIMA, Art Promotional Support Online Branding Grant ($15,000.00)

PROFESSIONAL ART WORKSHOPS

Arts & The Internet
Art Promotional Through Online Branding

Arts & The Internet: A Guide to the Revolution
Empowering the artist and art organization to reach a global audience, using new technological tools.
MIT Classroom of the Future, 1996

Research Interests
Mathematical Modeling, EMail, Organizational Structure and Planning, User Interface Design, Visual Arts, Politics, Nutrition & Health

Community Interests
MIT Graduate Alumni Consortium for Improving MIT Community, Very Special Arts, World Music, Read Across America, Spare Change, The Meena Scholarship Fund for Gifted South Indian Students, Kauai Hindu Temple Construction Fund