

Dr. Ryan Kelley
Principal Data Scientist and ML Engineer
Fastbreak AI

Dr. Ryan Kelley, a former U.S. Navy Lieutenant, originally began his academic career researching particle physics at the Large Hadron Collider at CERN (Geneva, Switzerland). Through this research, he earned his Ph.D. in Physics from the University of California, San Diego. He set the world's best measurement of models of the universe that explain some of the earliest interactions near the Big Bang.

Entering the TV space, Kelley was the second employee at Data Plus Math, producing measurements and optimizing TV advertisements, and quantifying their economic impact. Following a successful exit, he transitioned into the medical space as director of Machine Learning, where he collaborated with Apple, Genentech, and other companies to develop state-of-the-art ML products and pipelines to support their businesses. Finally, Kelley joined Fastbreak AI in 2024 to lead efforts in building in-house TV ratings and then utilizing them for sports scheduling optimizations.