

KEDMA HAMELBERG, PhD

APPLIED AI & DECISION INTELLIGENCE | DIGITAL BEHAVIOR | HUMAN IMPACT

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PROFILE

Applied AI researcher and builder combining multimodal unstructured data, machine learning, LLMs, causal inference, and human validation to turn digital behavior into decision intelligence. Across projects, I have analysed 30M+ social-media posts and worked with text, image, audio, and video signals to identify changes that can emerge before they become visible in surveys, CRM, sales, or other structured business data. I translate complex evidence into auditable systems, strategic recommendations, public research products, and executive learning.

30M+

social posts across projects

JPP&M

peer-reviewed research

4.9/5

Applied AI learning

AIEO

creator & builder

PROFESSIONAL EXPERIENCE

Research Affiliate - Human-AI Systems & Responsible AI | Northeastern University | Jul 2026-Present

- Lead applied research on human-AI systems, AI empowerment, model-assisted measurement, and organizational and societal consequences of AI adoption.
- Develop the AI Empowerment Observatory: a source-backed public research system that separates media attention from unique AI developments and translates evidence into decision-relevant signals.

Doctoral Researcher, Course Creator & Lecturer | University of Amsterdam | 2021-Jun 2026

- Designed end-to-end computational research on corporate reputation, public narratives, stakeholder behavior, and digital-platform response using experiments, causal designs, and AI-assisted measurement.
- Built human-validated LLM and transformer workflows for scalable coding of unstructured digital data; studies include 13M-15M post datasets and corporate videos.
- Created and led Applied AI for Marketing across seven MSc specializations; taught Python, LLMs, transformers, agentic workflows, causal reasoning, and responsible AI.
- Coordinated Digital Marketing & Analytics for full-time and executive MSc cohorts and supervised 15+ MSc research projects.

Founder & Operator - Direct-to-Consumer E-commerce Business | Brazil | 2008-2015

- Built and operated an end-to-end personalized-products business spanning acquisition, pricing, design, fulfillment, and customer relationships.

Market Insights / Consulting / R&D roles | Netherlands & Brazil | 2004-2021

- Experience across Innova Market Insights, digital-marketing consulting, and FMCG product development, translating customer, market, and operational signals into action.

SELECTED RESEARCH & PRODUCTS

- Corporate reputation during crisis: first-authored JPP&M research on how CEO voice and message strategy shape public engagement and digital activism during geopolitical crisis.
- Brand DEI and public response: research on how political user-generated content shapes reactions to corporate DEI decisions.
- Corporate AI communication: multi-agent LLM measurement linking corporate AI announcements with stakeholder discourse and market outcomes.
- Generative AI narrative change: 15M+ post study estimating how ChatGPT's introduction changed relational discourse, content production, engagement, and amplification.
- Human-GenAI relationship configurations: human-validated analysis of 13M+ posts measuring mutualism, parasitism, competition, and co-constraint.
- AI Empowerment Observatory: multilingual, source-backed, auditable public system for unique-event resolution, human-empowerment classification, and media-amplification analysis.

EDUCATION

PhD, Digital Marketing & Applied AI | University of Amsterdam | 2026

MSc, Business Administration - Digital Marketing | University of Amsterdam | 2021

MSc, Food Technology - Innovation & Management | Wageningen University & Research | 2018

TEACHING, EXECUTIVE LEARNING & RECOGNITION

- Applied AI for Marketing - course creator, coordinator and lecturer; 2025 student evaluation: 4.9/5 for learning, 4.9/5 for organisation, and 4.9/5 for supervision.
- Students highlighted the practicality and relevance of the course, hands-on tutorials, and the ability to break AI down for people new to the topic.
- Best Lecturer, Executive MSc Digital Business Track (2024); nominated for UvA Innovative Education and Activating Teaching awards (2025).
- Invited corporate session design includes interactive talks, polls, executive briefings, and hands-on workshops tailored to the organisation's context and decisions.

TALKS & WORKSHOP THEMES

AI literacy for your business

Functional, ethical, and rhetorical AI literacy translated into your team's real workflows, customer interactions, and decision risks. Can be delivered as a briefing or hands-on workshop using your own business cases.

Before the dashboard moves

Use unstructured text, image, audio, and video as early signals of changes that may only appear later in surveys, CRM, sales, or financial data. Participants learn how to turn weak digital signals into a structured monitoring and decision system.

Are we really in control of what we consume?

An interactive session on recommendation systems, attention, time, data, preferences, and autonomy. Designed to make audiences reflect on both the benefits and the hidden trade-offs of AI-mediated consumption.

Auditable AI at scale

How to use LLMs for large-scale research and operations without treating model output as ground truth. Covers gold standards, human validation, model-auditor layers, reliability checks, and governance.

AI without the hype: what changes the decision?

A strategic framework for separating technical capability, adoption, business value, and human impact. Teams identify where AI genuinely improves a decision and where automation merely creates activity.

What should we automate, augment, or keep human?

A more inspirational session about the future allocation of judgment between people and AI. It helps teams define where human agency, accountability, creativity, and trust should remain explicit design requirements.

METHODS & TOOLS

Multimodal unstructured data (text, image, audio, video) | LLM-assisted measurement | human gold standards | agentic workflows | NLP / transformers | predictive modeling | causal inference | experiments | longitudinal analysis | Python | R | SQL | LLM APIs | Hugging Face | PyTorch | TensorFlow | Scikit-learn | Qualtrics | Prolific | Git/GitHub

SELECTED PUBLICATION

Hamelberg, K., de Ruyter, K., van Dolen, W., & Konus, U. (2024). Finding the Right Voice: How CEO Communication on the Russia-Ukraine War Drives Public Engagement and Digital Activism. *Journal of Public Policy & Marketing*.

PROFESSIONAL LINKS

[Website](#) | [AI Empowerment Observatory](#) | [Google Scholar](#)