

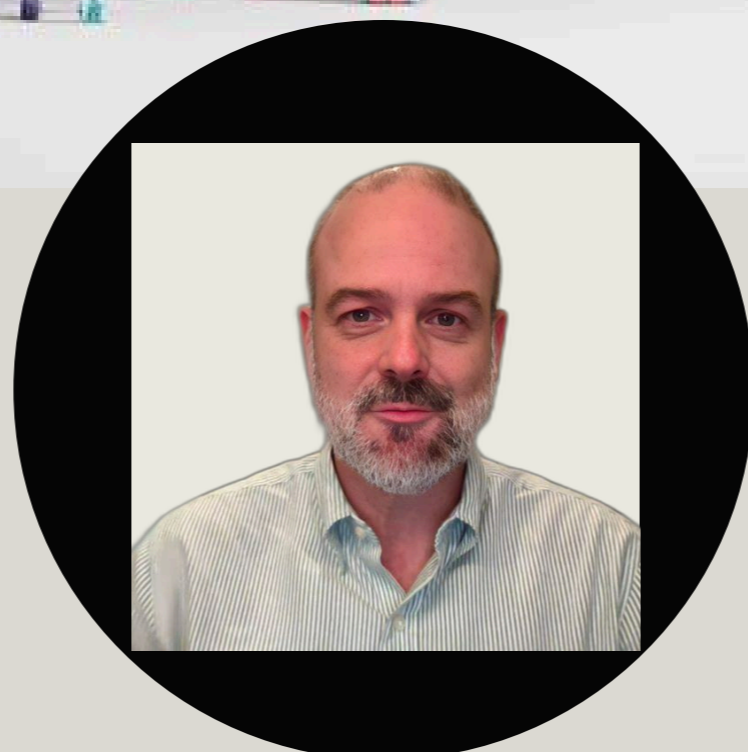


I originally studied psychology and I think that's probably informed everything I've done and what fascinates me in terms of human behaviour and increasingly how you can influence human behaviour.

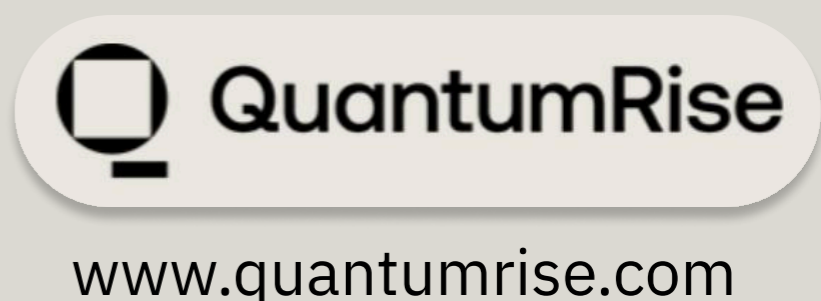
### Alex Kelleher

BA (Hons) in Experimental Psychology  
Founder - CEO - Quantum Rise

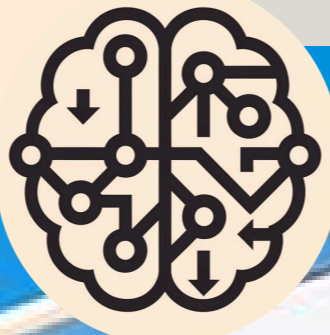
[in /alexkelleher/](#)  
[www.alexkelleher.com](http://www.alexkelleher.com)



I run a startup called **Quantum Rise**. We help companies transform using AI.



I've spent the last couple of decades **building startups**, in and **around data** and **machine learning**.



The field of AI and machine learning is very much about mimicking how humans think, but the reason we do that is to **help people change their behaviour**.



I had many people who influenced my career path—**investors, colleagues, and mentors**.

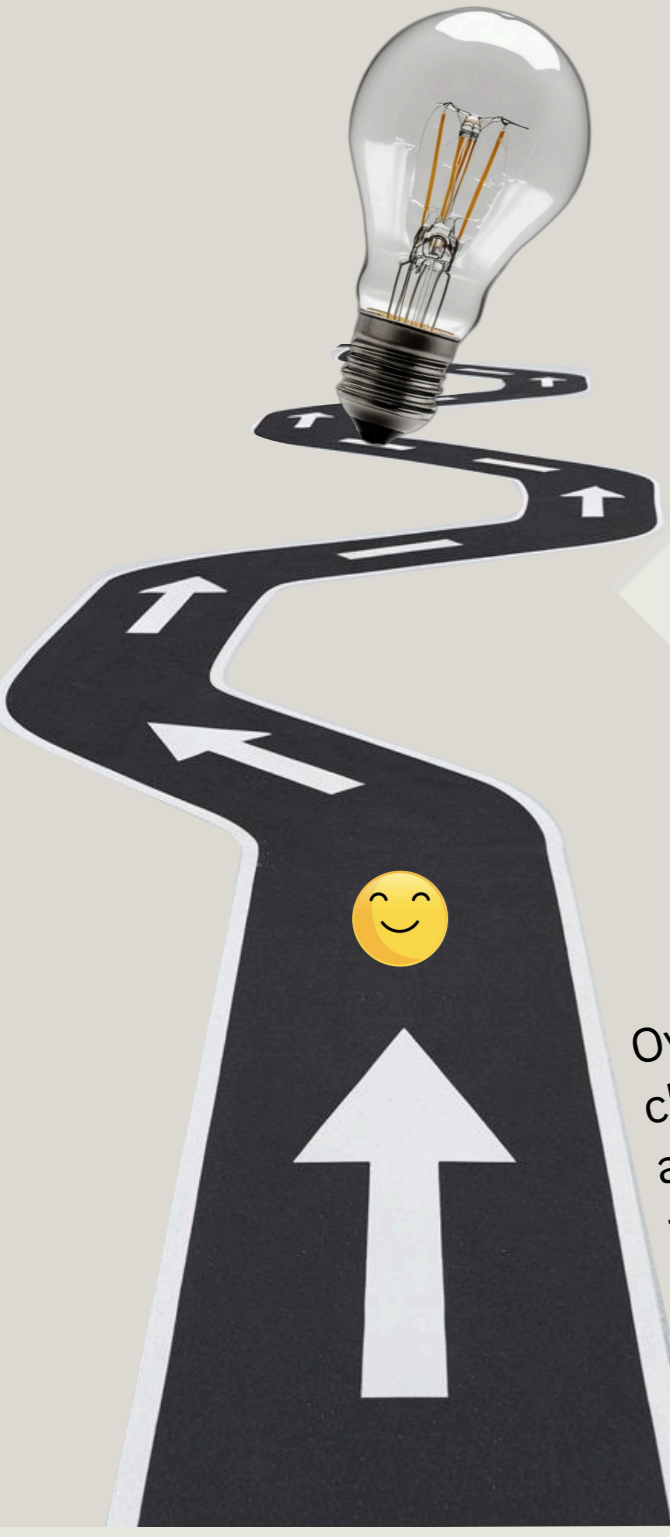
It's about getting in there and doing it—**take decisions fast**, and if they're wrong, take **new decisions** and **keep iterating**.

So I led marketing for **Deloitte Digital** globally as a **chief data officer** of a large retail services company, and **now I am running an AI consulting company**.



Stay positive, stay optimistic, work hard, move fast, adapt to change.

**The most important skill is adaptability to change.**



I'm a **fan of change**. I think it brings very healthy behaviors.

Overcoming challenges is all about **pushing through**, realizing that you can't control all the outcomes, and boundless amounts of **optimism**.

As you progress in your career, hopefully, you'll have the **opportunity** to take longer-term decisions.



Asynchronous interview conducted on March 11 and edited by the NoSeQueEstudiar team. Some of the images used in this composition were generated using artificial intelligence.

<https://www.nosequeestudiar.net/carreras/psicologia/entrevistas/alex-kelleher/>