



## Mr. Philippe Assouline

Member of WJC Jewish Diplomatic Corps

Philippe Assouline is a published academic researcher and expert in political psychology and messaging. His research focuses on the psychology of conflict and propaganda, with a focus on social media. He is a member of the flagship program of the WJC, the WJC Jewish Diplomatic Corps.

In his professional work, he develops and combines advanced artificial intelligence analytics and psychology to help clients best understand what truly matters to their target audiences and how to most effectively communicate with them.

Philippe presently leads the data science and audience insights division at Imprint, Tel Aviv, a data driven marketing and communication firm and an affiliate of Dentsu Tokyo, Inc. (a partnership he was instrumental in helping to build). As part of this work, he has advised numerous top-tier Japanese corporations on their branding and communication.

Philippe is also a pollster and political advisor and has assisted campaigns in Israel and numerous other countries since 2017.

Prior to commencing his PhD studies (UCLA), Philippe was an attorney (McGill) at Cravath, Swaine & Moore and Kenyon & Kenyon (NYC, Tel Aviv), specializing in technology law and often preparing witnesses for high profile trials. He clerked at the Supreme Court of Israel as well as the Special Court for Sierra Leone.

Philippe has been a lifelong advocate for Israel in both a volunteer and professional capacity, since the age of 16. He previously worked as director and polling and analytics at The Israel Project as well as head of advocacy strategy at StandWithUs.

He made Aliyah in 2010 and lives with his family in Tel Aviv.