Alliant Appoints Joseph Byrum as Chief Data and Engineering Officer to Advance Data Strategy and Innovation

Data and AI innovator joins Alliant's executive team as the company scales its people-based data technologies

ATLANTA, GA, UNITED STATES, October 13, 2026 /EINPresswire.com/ -- Alliant, the leading provider of consumer data and intelligence illuminating modern human behavior, today announced that Joseph Byrum has joined the company as Chief Data and Engineering Officer. In this role, Byrum will lead Alliant's data strategy, data science, and the engineering capabilities behind its technology.

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>
> *Joseph Byrum, Chief Data & Engineering Officer at Alliant*

Byrum brings more than two decades of experience across data science, technology, analytics, and AI, with senior leadership roles spanning biotech, asset management, and financial services. Most recently, he served as Chief Technology Officer at Consilience AI, and previously as Chief Data Scientist at Principal Financial Group, where he built enterprise AI capabilities for a global asset manager. A prolific innovator across his career in science and technology, he holds more than 50 patents, along with a Ph.D. in genetics from Iowa State University and an MBA from the University of Michigan's Stephen M. Ross School of Business.

"Data has always been at the heart of what makes Alliant different, and Joseph is exactly the right leader to carry that forward," said Scarlett Shipp, CEO of Alliant. "As we bring our data and technology closer together, his experience building and scaling innovative platforms will help us move faster from strategy to execution and deliver even more value to our clients and partners. Joseph's addition is a deliberate investment in the future of our company and our people."

At Alliant, Byrum will lead continued modernization of the company's technology stack and expand how Alliant applies AI and machine learning across its technology and engineering capabilities.

"Alliant has built something rare: a foundation of high-quality, people-based data and a clear

vision for where the industry is heading," said Joseph Byrum, Chief Data and Engineering Officer at Alliant. "I'm excited to further modernize how we build and apply AI and machine learning in ways that are practical, responsible, and genuinely useful for our clients. There is real opportunity ahead, and I'm looking forward to building it alongside this team."

Byrum joins Alliant a year after its acquisition of AnalyticsIQ, which brought together deterministic purchase behavior and psychology-driven predictive intelligence under one people-based data company. His appointment continues Alliant's investment in the people and technology behind its mission to deliver comprehensive, predictive data that empowers brands to turn understanding into action and strategy into performance.

To learn more about Alliant, visit https://alliantinsight.com/.

About Alliant

Alliant is the leading source of consumer data and intelligence that illuminates modern human behavior. As a people-based data partner, Alliant helps marketers understand not only what consumers do, but why they do it. By combining rich transactional data with psychology-driven insight, Alliant provides a more complete view of consumer behavior and the cognitive dynamics that guide decisions—fueling more meaningful campaigns that anticipate both actions and motivations.

Alliant continually validates its people, processes, and data through recognized industry certifications and standards, including SOC2, IAB Tech Lab Data Transparency, and NQI certification from Neutronian. Trusted by thousands of brands and agencies as an independent data partner, Alliant brings a human element to modern data solutions. For more information, visit alliantdata.com.

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