Haftan Eckholdt

Chief Science Officer

Haftan leads data analytics, modeling, and building of new initiatives tailored to people who learn and think differently for Understood. A self-proclaimed “Data Science Whisperer,” he lends more than 25 years of knowledge and experience to his dual role as Chief Science Officer.

Before joining Understood, Haftan successfully built data science teams and platforms at companies like Albertsons (Plated), Amazon (Audible), and AIG.

He also previously held faculty appointments in neurology and neuroscience at the Albert Einstein College of Medicine, where he directed the biometry core at the Kennedy Center for Human Development.

Haftan holds graduate degrees in biostatistics and developmental psychology from Columbia and Cornell Universities.

Haftan’s work at Understood combines his academic and industry experience in a way that fuels his passion for developmental psychology, neurology, and data science.

Understood is the only lifelong guide for those who learn and think differently.

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