

# **Greg Lontok**

**Clinical Assistant Professor of Information Systems and Business Analytics, College of Business Administration at Loyola Marymount University**

Los Angeles, CA, US

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## **Biography**

You can contact Greg Lontok at [gregory.lontok@lmu.edu](mailto:gregory.lontok@lmu.edu). Greg graduated from LMU in 2001 with a BBA in Management Information Systems. A year after graduation, he became the head of technology for Hi-Speed Media, an online advertising and e-commerce firm, which was sold to ValueClick in 2003. In 2006, he co-founded GlobalWide Media, a data-driven online advertising platform. GlobalWide Media generates \$3 billion in annual sales for its advertisers and serves 60 billion ad requests per day. Transitioning from his role as CTO at GlobalWide Media, he was most recently the VP of Data Science. In 2020, Greg earned an M.S. in data science from Regis University. With his wife, Tam '02, he coordinates retreats through the Jesuit Province of California to help young adults discover their calling by exploring the key relationships in their lives.

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## **Areas of Expertise**

Cloud Computing, Machine Learning, E-Commerce, Data Science, Digital Marketing, Ad Tech, Web Development, Big Data, Databases

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## **Education**

### **Regis University**

M.S. Data Science

### **Loyola Marymount University**

B.B.A. Management Information Systems

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