

JONATHAN E. HOCHMAN, PH.D.

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PROFESSIONAL SUMMARY

Computer scientist, researcher, entrepreneur, and expert witness with more than three decades of experience in software engineering, internet technologies, cybersecurity, digital identity, online platforms, and data analytics.

CURRENT PROFESSIONAL APPOINTMENTS

- 2025 – Present YALE UNIVERSITY – Research Associate
Develops technology for processing medical research data in support of cancer research. Courses taught as Lecturer:
CPSC 6130 *Digital Identity Infrastructure* (Fall 2025).
CPSC 4270 *C++ Programming for Stability, Security, and Speed* (Fall 2025).
- 2026 – Present COMPUTER SCIENCE EXPERTS – Principal
Provides consulting and expert witness services involving software engineering, internet technologies, cybersecurity, digital identity, data privacy, and online advertising.
- 2024 – Present ALCHEMIST ASSOCIATES – Principal
Provides consulting on search engines, digital advertising, online media, analytics, and internet platforms.
- 2018 – Present UNS – Chief Scientist
Leads development of digital identity infrastructure and authentication systems, particularly for medical research applications.
- 2004 – Present HOCHMAN CONSULTANTS – Founder and Principal
Provides consulting involving internet technology, software systems, online marketing, and data analytics.

PRIOR PROFESSIONAL APPOINTMENTS

- 2022 – 2025 YALE UNIVERSITY – Teaching Fellow
Taught graduate and undergraduate computer science courses including:
 - CPSC 427/527 *C++ Programming for Stability, Security, and Speed* (Fall 2024)
 - CPSC 414/514 *Computing Then and Now: How Digital Technology Evolves* (Fall 2022, Spring 2024, Spring 2025)
 - CPSC 457/557 *Sensitive Information in a Connected World* (Fall 2023)
- 2008 – 2019 SEMNE (SEARCH ENGINE MARKETING NEW ENGLAND) – Chair
Organized conferences and educational programs on search engine marketing and internet technologies.
- 2010 – 2018 CODEGUARD, INC. – Co-Founder
Co-invented a cloud-based website security platform for automated backup, malware detection, monitoring, and recovery. The company was acquired by Sectigo.
- 1999 – 2004 BARCODING INC. – Director
Directed software, RFID, barcode, wireless networking, and enterprise mobility solutions for commercial, manufacturing, warehousing, and government clients.
- 1990–2003 EXECUTIVE MANAGEMENT POSITIONS
Served as president or general manager of companies engaged in international trade and distribution, with executive responsibility for operations, technology systems, and business development.

EDUCATION

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| 2022 – 2025 | YALE UNIVERSITY
<i>Doctor of Philosophy (Ph.D.) in Computer Science.</i>
<i>Dissertation: Digital Identity Infrastructure.</i> |
| 2022 – 2024 | YALE UNIVERSITY
<i>Master of Philosophy (M.Phil.) in Computer Science.</i> |
| 1990 – 1991 | COLUMBIA UNIVERSITY
<i>Completed first year of the Juris Doctor program.</i> |
| 1986 – 1990 | YALE UNIVERSITY
<i>Bachelor of Science (B.S.) and Master of Science (M.S.) degrees in Computer Science.</i>
<i>B.S. awarded summa cum laude.</i> |

TRIAL TESTIMONY

Twenty-four trial testimonies: seven in U.S. District Court, six in state court, nine in arbitration, one in the Federal Court of Canada, and one in the District Court of Israel. Twelve occurred before July 31, 2022.

1. *Toronto Dominion Bank v Thomas John Dyas*, Federal Court, Canada, T-886-121, October 2025
2. *Delta v Marriott*, 1:20-CV-01125, ND Georgia, October 2025
3. *Reflex Media v SuccessfulMatch.com*, 3:20-cv-006393, ND Cal., August 2025
4. *Rodriguez v Google*, 3:20-cv-04688, ND Cal., August 2025
5. *Elsa Torrez Perez v Blue Hills Fuels*, 72847/2020, New York Supreme Court, County of Queens
6. *Lloyd Lake v. Reginald Bush*, 5220002649, JAMS Arbitration
7. *Behavioral Concepts v Autism Intervention Specialists*, 2012-2484C, Massachusetts Superior Court
8. *Damian v Courtright*, 1:21-cv-01694, USDC for the Middle District of Florida
9. *Onyx Enterprises v Id Parts*, 1:2020-cv-11253, USDC for the District of Massachusetts
10. *Michael LaHatte v Scott Smith*, 01-20-15-5410, AAA, July 2023
11. *CSTMR v Liberty SBF*, 01-21-0017-9809, AAA, July 2023
12. *Forte Group v Thermisol*, 01-21-0017-2493, AAA, June 2023

DEPOSITION TESTIMONY

Seventy-seven depositions, including 42 prior to July 31, 2022.

1. *Evox v. Cars.com*, No. 5:25-cv-02357-KK-SPx (C.D. Cal. filed Sept. 2, 2025), August 2026
2. *Smith v. Google*, No. 5:23-cv-03527-PCP (N.D. Cal. filed July 14, 2023), August 2026
3. *Black v CNN*, 5016CA001517, Circuit Court of the 15th Judicial Circuit, Palm Beach County, Florida, July 2026
4. *BYOAPPS v Timeless Cosmetics*, USDC Central District of California, 2:25-cv-1925, July 2026
5. *Nivens v Gen Digital*, Wise County District Court, Texas, CV24-01-051, July 2026
6. *Dr. Richard Chern v Biote*, Dallas County District Court, Texas, DC-25-07945, April 2026
7. *Smith v Amazon.com*, USDC Eastern District of Missouri, 4:25 CV 404 CMS, April 2026
8. *Consort Engineers v Domain Assets*, USDC Southern District of California, 3:24-cv-01684, March 2026
9. *Dr. Peter Attia v OuraRing, Inc.*, USDC Northern District of California, 4:23-cv-03433-HSG, February 2026
10. *The Innkeepers and Enthusiast Gaming*, Ontario Superior Court of Justice, Canada, 25-00745619-00CL, February 2026
11. *Steelray Consulting v Overstock.com*, USDC District of Utah, 2:23-cv-00530-DAO, November 2025
12. *Cook v Meta Platforms*, USDC Northern District of California, 4:22-cv-02485-YGR, October 2025
13. *Grasshopper House v Clean & Sober Media*, Superior Court of California, County of Los Angeles, 19SMCV02184, September 2025
14. *Pharmacychecker.com v National Association of Boards of Pharmacy*, USDC Southern District of New York, 7:19-cv-07577
15. *G/O Media v MGID*, 65094872023, Supreme Court of the State of New York, County of New York
16. *Jax Implants v David & Associates Specialists*, 3:23-cv-102, USDC Middle District of Florida

17. *Tribe of Two v Tod's*, 1:23-cv-03255., USDC Southern District of New York
18. *Garner v. Amazon.com*, 2:21-cv-00750-RSL, USDC District of Washington
19. *Lloyd Lake v. Reginald Bush*, 5220002649, JAMS Arbitration
20. *SIG China Investments v. Clear Yield Investments*, AAA, 01-22-0002-6958. *Related case: TGC Partners Limited v. SIG China Investments*, 2021-22424, Court of Common Pleas, Montgomery County, Pennsylvania
21. *Geomatrix v Eljen*, 3:20-cv-01900, USDC for the District of Connecticut
22. *Digital Media Solutions, LLC v. ZeetoGroup, LLC*, 3:2022-cv-01184, USDC SDCA, Nov 2023
23. *Brown v Google*, 20-cv-03664, USDC Northern District of California, Oct 2023 (2nd Deposition)
24. *Rodriguez v Google*, 3:20-cv-04688, USDC Northern District of California, June 2023
25. *Michael LaHatte v Scott Smith*, AAA, 01-20-15-5410, June 2023
26. *Edible v 800-FLOWERS*, 1:20-cv-2405, , USDC Northern District of Georgia, May 2023
27. *Delta v Marriott*, 1:20-CV-01125, USDC Northern District of Georgia, May 2023
28. *Tireboots by Universal Canvas v. TireSocks*, 1:20-cv-07404, USDC Northern District of Illinois, April 2023
29. *Forte Group v Thermisol*, AAA, 01-21-0017-2493, Mar 2023
30. *Damian v. Courtright*, 1:21-cv-01694, USDC Northern District of Illinois, Mar 2023
31. *Iraida Hernandez v Ashish Pal, M.D.*, 2020-CA-10122-O, Circuit Court, Orange County, Florida, Feb 2023
32. *Premier Automotive v DealerCMO*, 19CV344119, Superior Court of California, Santa Clara County, Feb 2023
33. *San Juan Products v River Pools & Spas*, 8:21-cv-02469, USDC Middle District of Florida, Jan 2023
34. *What a Smoke v Duracell*, 2:19 cv 16657, USDC District of New Jersey, Dec 2022
35. *Evox v AOL*, 20-cv-02907, USDC Central District of California. (Supplemental Report), Dec 2022

Retaining parties shown in bold.

CERTIFICATES

1. CITI Program, Biomedical Research – Basic/Refresher 72923638, issued Jan 27, 2026, expiry Jan 27, 2029

ACADEMIC PAPERS

1. Hochman, J. (2025). *Digital Identity Infrastructure*. (Publication No. 31770331) [Doctoral dissertation, Yale University]. ProQuest Dissertations & Theses Global.
2. Fischer, M. J., Hochman, J., Boffa, D. (2021). Privacy-Preserving Data Sharing for Medical Research. In: Johnen, C., Schiller, E. M., Schmid, S. (eds) *Stabilization, Safety, and Security of Distributed Systems. SSS 2021. Lecture Notes in Computer Science: Vol. 13046*. Springer, Cham. https://doi.org/10.1007/978-3-030-91081-5_6.
3. Hochman, J. (1990). *How to Create a Failure Tolerant Distributed System* (Tech Report No. 799) [Master's thesis, Yale University]. Yale University Department of Computer Science.

PUBLISHED ARTICLES

1. New Wave of Referrer Spam Wrecking Google Analytics Data, Marketing Land, December 8, 2016

PROFESSIONAL ARTICLES

Articles published at HochmanConsultants.com.

1. The Cost of Pay Per Click Advertising— PPC Trends and Analysis
2. 302 Redirect vs. 301 Redirect: Which is Better?
3. How to Get Google Sitelinks
4. How to Standardize Multiple Domains for SEO Using 301 Redirects
5. How to Write Meta Descriptions (Code Sample Included)
6. The Cost of Banner Advertising – Trends and Analysis

PATENTS

1. Systems and Methods for Secure Data Sharing, Patent No. US12380244B2.
2. User Authentication System, Patent No. US11570163.

3. Systems and methods for automated retrieval, monitoring, and storage of online content,
Patent No. US9069885B1

SPEAKING

1. Frostbyte Workshop, Reykjavik University, Reykjavik, Iceland, August 2025.
2. Yale Innovation Summit, New Haven, May 2022
3. 23rd International Symposium on Stabilization, Safety, and Security of Distributed Systems, November 2021
4. Yale Innovation Summit, New Haven, May 2019
5. VT Web Marketing Summit, Burlington, VT, November 2017
6. National Expert Witness Conference, Clearwater Beach, FL, May 2017