

Olivier Oullier, PhD

Expert on Behavioural & Brain Science of information decision-making and consumer behaviour



Olivier Oullier PhD is a renowned expert on the behavioural and brain sciences of information decision-making and consumer behaviour. He builds on the leading theoretical, lab and field research he conducts to advise governments, NGO's and corporations. In 2012, he participated in the WEF's Global Risk Report and was granted him the honour to be the only French academic to be invited at the Annual Meeting of the World Economic Forum. In 2011, he was appointed a professor of psychology and neuroscience of individual differences at Aix-Marseille University. That same year, the World Economic Forum named him a Young Global Leader.

"A leading expert on decision-making and consumer behaviour"

In detail

Since 2009, Professor Oullier has been a scientific adviser to the *Center for Strategic Analysis* of the Prime Minister of France – a consulting and research institution in charge of advising the French Government - where he has been heading the "Neuroscience and public policy" program, a world premiere initiative investigating how a better understanding of human behaviour and brain dynamics could help develop more efficient policies in health prevention, sustainable development, economics, finance, education, law, ethics and improve well-being. This appointment made him the first neuroscientist ever to be hired by a government to lead work on policy-making.

What he offers you

Olivier's unique field, consulting and academic experience allows him to introduce the concepts of 'social neuromarketing' and 'embodied economics' as new ways to consider insights from the real life of human beings to design realistic strategies and nudges to improve people's life and the functioning of corporations.

How he presents

Olivier's presentations are customised to fit the needs of the clients to whom he is speaking. His messages are powerful and effective, delivered in his personal, yet highly professional style.

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us. See below for details.



Topics

Social Neuromarketing

Embodied Economics

Emorationality

Consumer Neuroscience

CSA Celebrity Speakers

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