

Olivier Oullier Ph.D.

Neuroscientist, Strategist & Expert in Consumer Behaviour

CSA CELEBRITY SPEAKERS

Olivier Oullier is the President of EMOTIV, the world leader in portable, scalable, and cost-effective brain measuring and cloud-based analytics solutions. Prior to joining EMOTIV, he was a Member of the Executive Committee and the Global Head of Strategy in Health and Healthcare of the World Economic Forum.

"Named a Young Global Leader by the World Economic Forum"

Im Einzelnen

Prof. Oullier's research focuses on decision neuroscience applied to consumer and patient engagement and behaviour change. Olivier currently writes a column on neurotechnologies "This is your brain on business" in Fortune Magazine. Olivier designs, implements and evaluates evidence-informed multi-scale behavior and system change strategies for public and private organizations. He has developed a proprietary methodology allowing to assess the gap between intention (what people say/think they do) and action (what they do in their daily activities and environments).^Seine Vortrï¿½geOlivier'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.

Sein Vortragsstil

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.

Sprachen

He presents in English and French.r buchen?Per Telefon oder E-Mail.

Themen

- Social Neuromarketing
- Embodied Economics
- Emorationality
- Consumer Neuroscience

Publikationen

2010

Nouvelles Approches de la Prévention en Santé Publique: L'Apport des Sciences Comportementales, Cognitives et des Neurosciences