

ABOUT THE SPEAKER



With more than 30 years of marketing and business development experience, Dr. Christophe Morin is passionate about understanding and predicting consumer behavior using neuroscience. Before joining SalesBrain, he was Chief Marketing Officer for Star Networks, a public company that developed the largest private network ever deployed in U.S. schools. Previously, he was VP of marketing and corporate training for Grocery Outlet Inc., the largest grocery remarketer in the world.

Christophe holds a BA in Marketing, an MBA from Bowling Green State University, an MA and a PhD in Media Psychology from Fielding Graduate University. He is an expert on the effect of advertising on the brains of adolescents and young adults. He is an adjunct faculty member of Fielding Graduate University where he teaches a Masters/PhD course he created called "The Psychology of Neuromarketing". He is also a board member of the Neuromarketing Science and Business Association (NMSBA).