



With over 30 years of marketing and business development experience, Dr. **Christophe Morin** is passionate about understanding and predicting consumer behavior using neuroscience and media psychology. Before joining SalesBrain, Christophe was Chief Marketing Officer for rStar Networks, a public company that developed the largest private network ever deployed in US schools. Previously, he was VP of Marketing and Corporate Training for Grocery Outlet Inc, the largest grocery remarketer in the world. Christophe has received multiple awards during his career. In 2011 and 2103, he received prestigious speaking awards from Vistage International. In 2011 and 2014, he received Great Mind Research Awards from the Advertising Research Foundation (ARF). Christophe has delivered more than 2000 talks in over 20 different countries.

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.

## Testimonials

“ Don't train my competitors! ”

- VP, ALCATEL.

“ The time and money invested in learning the language of the Old Brain will return manyfold. ”

- GE.

**Christophe Morin**

### Speech Topics

- Marketing
- Keynote
- Business Speakers

