



For 40 years, **Paco Underhill** has been an observer of how humanity's relationship with technology and the built environment has changed. He has shared those insights on the global speaking circuit for more than 20 years. Equally comfortable in front of audiences in Moscow or Scottsdale, Paco's speaking sessions span a wide spectrum of topics, while anchored in an understanding of human behavior.

Paco's global talks have included two global tours for Samsung: The Future of Communication and The Internet of Things, with customization for Latin, African, European, Middle Eastern, Asian, and Russian audiences (making him quite experienced working with translators). He has performed in more than 50 countries, talking to a diverse cross-section of audiences: bankers, merchants, technologists, students, hospital administrators, and industry groups. Each presentation he gives is customized to the relevant audience.

A prolific writer, Paco's books include *Why We Buy: The Science of Shopping*, which is still sold globally. It was released in 28 languages and is used in MBA programs and design schools. Simon & Schuster will publish Paco's upcoming book, *What We Eat*, which will focus on the food and drink industry in the 21st century. He is a regular columnist for *The Robin Report and Design: Retail*. His articles and op-ed pieces have appeared in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, and many national and international magazines.

Paco balances speaking and writing with serving as the CEO of EnviroSell, whose clients include Fortune 50 companies in 46 countries, with work done in collaboration with EnviroSell's global offices. Paco's experiences helping clients monetize...

## Paco Underhill

### Speech Topics

- Retail
- Customer Service
- Customer Experience
- Creativity

