



KEYNOTE SPEAKER

PROF. DR. BENNY B. BRIESEMEISTER

Prof. Briesemeisters career is marked by his aspiration to, both, academically understand human decision making and action taking, and to apply these insights practically. His works bridging fundamental science with applications in business have awarded him the prestigious NMSBA Neurotalent of the Year 2015 award. He is a professor for psychology, teaching at Germanys largest university, the IU International University, where he is responsible for the Applied Psychology bachelors program, and he co-leads the Deloitte Neuroscience Institute as a Senior Manager within Deloitte Consultings innovation program.

Prof. Briesemeister has published articles in numerous international journals and three books on applied neuromarketing.