

Christophe Morin, Ph.D.

Associate Faculty - Media Psychology at Fielding Graduate University

Honolulu, HI, US

The understanding and prediction of consumer behavior using cutting edge science; neuromarketing; persuasion strategy; branding

Biography

With over 30 years of experience in consumer research and strategy, Dr. Morin's passion is to understand and predict consumer behavior using cutting edge science. He has run and started many businesses and held senior positions in several publicly traded companies. Dr. Morin holds an MBA from Bowling Green State University, an MA in Media Psychology from Fielding Graduate University and a PhD from Fielding. He joined the adjunct faculty of the Media Psychology department in 2013 as a professor of neuromarketing. Dr. Morin has received numerous awards during his career as a speaker (Vistage 2011 and 2013) and consumer researcher (ARF 2011 and 2014). He has given over 1,200 talks and lectures on the subject of neuromarketing since 2003.

Industry Expertise

Research, Training and Development, Education/Learning, Advertising/Marketing, Mental Health Care

Areas of Expertise

Neuromarketing, Neurophysiological Effects of Advertising On Adolescents, Persuasion Strategies, Messaging Architecture, Strategic Dialoguing, Sales Training and Sales Effectiveness, Marketing Positioning, Branding

Affiliations

Neuromarketing Business and Science Association : Board Member, SalesBrain : CEO and Co-Founder

Event Appearances

Neuromarketing and Ethics
(2012) Neuromarketing World Forum

Introduction to Neuromarketing
(2011) Webinar

Education

Fielding Graduate University
PhD Media Psychology

Fielding Graduate University
MA Media Psychology

Bowling Green State University
MBA Business Administration

Accomplishments

Great Mind Award

(2014) Bronze, Awarded by the Advertising Research Foundation (ARF). ARF recognizes the importance of research methods and techniques that are ever-evolving and innovating. This award goes to an individual (or team) who, over the past year, has created and proven the impact of innovative new methods utilizing inventiveness, implanting new analytics and/or harnessing technology in research.

Great Mind Award

(2011) Awarded by the Advertising Research Foundation (ARF)

Above and Beyond Speaker Award

(2009) Awarded by Visage International

Next Big Thing Award

(2009) Awarded by the American Marketing Association (AMA)

Malaysia Speaker Award

Awarded in 2013

Testimonials

Graham Hearn

?The whole idea of slowing down long enough to truly understand what the mindset of your customers is has been invaluable.?

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