**Dr. Christophe Morin**

**CEO and co-founder, SalesBrain**

**Media Psychologist**

Media Psychology Adjunct Faculty
Fielding Graduate University
Lead Faculty for the Media Neuroscience Certificate Program

With over 35 years of consumer and advertising research using cognitive psychology, media psychology and neuroscience, Dr. Morin is passionate about understanding and predicting effect of advertising, propaganda, public health messages on the brain. Dr. Morin authored two best sellers on neuromarketing and scientific persuasions which are currently available in over 13 languages.

Prior to founding SalesBrain, he was Chief Marketing Officer of rStar Networks, a public company that developed the largest private network ever deployed in US schools.

Dr. Morin has received multiple awards during his career. In 2011 and 2013, he received prestigious speaking awards from Vistage International, the largest CEO leadership training organization in the world. In 2011, 2014 and 2015, Dr. Morin received Great Mind Research Awards from the Advertising Research Foundation (ARF).

Dr. Morin holds 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 several post graduate courses he created. He actively volunteers his expertise for many non-profit organizations seeking to use cutting-edge science to persuade.

**Public Publications**

**2002**, Selling to the Old Brain, Morin and Renvoise

**2007** Neuromarketing: Understanding the buy buttons in your customer’s brain (published in 11 languages) [http://www.amazon.com/Neuromarketing-Understanding-Buttons-Customers-Brain-ebook/dp/B004VF62OI/ref=sr\_1\_1?ie=UTF8&qid=1453173964&sr=8-1&keywords=neuromarketing](http://www.amazon.com/Neuromarketing-Understanding-Buttons-Customers-Brain-ebook/dp/B004VF62OI/ref%3Dsr_1_1?ie=UTF8&qid=1453173964&sr=8-1&keywords=neuromarketing)

**2011**, Society, Neuromarketing: The New Science of Consumer Behavior

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**2013**, Oxytocin increases Advertising Influence, contributing author and lead researcher with Dr. Paul Zak from Claremont Graduate University.

<http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0056934>

**2015** Why emotional PSA affect the brains of adolescents differently than the brains of young adults. Digital Citizenship in the 21rst Century Monograph, Fielding Graduate University, 2015
[http://www.amazon.com/Digital-Citizenship-Century-Fielding-Monograph/dp/1522757422/ref=sr\_1\_2?s=books&ie=UTF8&qid=1452115560&sr=1-2&keywords=digital+citizenship+in+the+21st+century](http://www.amazon.com/Digital-Citizenship-Century-Fielding-Monograph/dp/1522757422/ref%3Dsr_1_2?s=books&ie=UTF8&qid=1452115560&sr=1-2&keywords=digital+citizenship+in+the+21st+century)

**2018** The Persuasion Code: how neuromarketing can help you persuade anyone, anywhere, anytime. Wiley. [https://www.wiley.com/WileyCDA/WileyTitle/productCd-111944070X,descCd-buy.html](https://www.wiley.com/WileyCDA/WileyTitle/productCd-111944070X%2CdescCd-buy.html)

**White Papers Published by SMA**

July 2017: **The Neurocognitive Science of Persuasion** (Chapter 12). Influence in an Age of Rising Connectedness

2016: **The Urgency to Shift Paradigm on the War Against ISIS in the Narrative Space**