

Jeff Kreisler

Behavioral Science Lead, Bestselling Author, Acclaimed Speaker, Funny



Jeff Kreisler is just a typical Princeton educated lawyer turned award-winning comedian, best-selling author and champion for behavioral economics.

Jeff's second book – *Dollars And Sense: How We Misthink Money and How To Spend Smarter* – was co-authored with Dan Ariely and is available in over 20 countries. It was dubbed Best Business Book of the Year by Business Insider, Investopedia, Huffington Post, Audible, and the Washington Post ("A brilliant and accessible look at behavioral economics").

He is Head of Behavioral Science for JP Morgan Chase and Founding Editor of PeopleScience, a thought-leadership platform for applied behavioral science. He won the Bill Hicks Spirit Award for Thought Provoking Comedy, writes for TV, politicians & CEOs, has appeared on CNBC, CNN, FoxNews, MSNBC, CurrentTV, Sirius/XM and at events across most of this planet.

Jeff uses behavioral science, real life and humor to understand, explain and change the world. *The New York Times* calls him “Delectable,” *The Economist* said his was “A truly special event” and his kids still think he’s “cool.” His first book was the satire *Get Rich Cheating*.

Sample clients

- Capital One
- Goldman Sachs
- Wells Fargo
- State Street Global Advisors
- State Farm Insurance (C-Suite)
- Allstate Insurance
- Canada CPA Financial Literacy
- Mobey Banking Forum Copenhagen
- YPO (Young Presidents Org)
- Pensions & Investments
- NAPA 401(k) Summit
- IFEBP (Employee Benefits)
- CX for Financial Services
- Genentech Biotech
- Taco Bell (Yum!)
- THE UNITED NATIONS (!)

Select praise

“You made a real impact on his group and I know your guidance will have a long lasting impact on this community” - The Giving Pledge

“A terrific closing keynote!” - Chief Marketing Officer, Yum! Brands

"What a success Jeff Kreisler was with our conference. He delivered on my expectations and so much more... Exactly what I hoped to create as the opening to our morning of consumer insights." – C.R.N.

"It was truly an inspiration and you were quoted many times by other presenters the next day. Thank you again for traveling all the way to Denmark." - Executive Director, Mobey Banking Forum

"Your presentation was great!" - Director of Compliance, Genentech

Video

[On CNBC's Squawk on the Street: “Even the most sophisticated investors react emotionally...”](#)

[Keynote on Behavioral Economics](#)

[On CNBC's Grow “How Cognitive Bias Affects Your Investments”](#)

Topics, Press & Media and Contact on next page...

Topics

Dollars & Sense (Financial & Investment Decision-Making): How do our clients, employees and partners think about money, why do we make so many irrational financial decisions and what can we do about it? Jeff shares the practical and entertaining insights of behavioral science to help create better financial decision-making structures for the irrational and illogical among us. He exposes the hidden forces that drive our choices, explains why irrationality overrides financial logic and then offer practical tools to reframe our options and, ultimately, live better lives.

Understanding Why We Do The Things We Do (Consumer Decision-Making): Why don't we value our future comfort and security as much as our present pleasure and spending? Why do certain choices often feel like they cause physical pain? Why does having to choose between too many, complex options cause us to make irrational choices? Jeff explores these questions and more as he dives into the heart of the consumer decision-making process.

Family Money: The challenges and opportunities of talking about wealth

Jeff shows how behavioral research and hands-on experience can empower us to have better conversations about money, harness our values and create a framework so that our wealth, our relationships and each generation of our families can flourish.

The Science of Doing the Right Thing (Compliance & Ethics): In this heavily researched presentation, the former attorney reveals why we make unethical decisions and how to reframe our professional & organizational structures to enable better outcomes. MCLE credits avail. [Video](#)

Motivate This (Engagement): Behavioral insights into employee incentives and motivation

Making It WOW! Behavioral principles for travel, events and experience design

Humor & Change Design: The science of using humor to design behavior change

Sample Press & Media

- [Reviews, Interviews, Features & Best Book lists](#) for *Dollars and Sense*
- CNBC's *Squawk on the Street*: "[Even the most sophisticated investors react emotionally...](#)"
- CNBC's *Squawk on the Street* on [Consumer Decision Making during Coronavirus](#)
- [Fast Company](#) about the science of "Dumb But Common Hiring Practices"
- [The Washington Post](#) on financial decisions during sales and marketing campaigns
- [Inc.](#) on the consumer behavior lessons of the Peloton holiday ad controversy
- [The New York Times](#) about poor spending decisions
- [Business Insider](#) on how to "crush" business presentations, scientifically speaking
- [CNBC-powered Acorns](#) re: stock market volatility and also re: [investment traps](#).
- Wharton Business Radio [talking about hiring biases and recent college grads](#)
- Featured in [Forbes](#) on allowance budgeting
- Associated Press "[Why College Students Take On Loans They Can't Repay](#)"
- [Nerdwallet interview](#) on banking apps
- [QUARTZ](#) on "Why scaring people into saving for retirement doesn't work"
- [SHRM.org](#) on the science of the gig economy
- [In HR Executive](#) re: the college admissions scandal and business organizations
- An e-book about [Behavioral Economics in Banking](#)
- Recruiter.com [on the Cult of Busy](#)
- HR Daily Advisor talking [unconscious bias at work](#)
- [Think Advisor](#): Jeff Kreisler on How to Maximize Retirement Savings
- PCMA / Convene Magazine feature [interview](#)
- [ThriveGlobal](#): "I Would Like To Make Critical Thinking Cool"
- *!! Our book was an answer (question?) on [Jeopardy!](#)*

References, schedule & more: JeffKreisler.com/speaking.html • jeff@jeffkreisler.com