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.

Recent 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
• Forrester CX Forum
• Genentech Biotech
• Taco Bell (Yum!)

Recent 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 Marking 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

Keynote on Behavioral Economics (short clip)
On CNBC’s Grow “How Cognitive Bias Affects Your Investments”
The Behavioral Science of Compliance

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

Dollars & Sense (Financial Decision-Making): How do your clients, customers, employees, partners and family think about money and why do they make the irrational financial decisions that they do? How can behavioral economics help us reframe our choices for better outcomes?

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 secretly drive choices about money. Jeff explains why irrational behavior overrides rational logic when it comes to managing finances, saving and investing… and he then provides practical tools to help improve our financial choices 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.

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 personal, professional & organizational structures to enable better outcomes. (MCLE credits)

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 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
- ThinkAdvisor: Jeff Kreisler on How to Maximize Retirement Savings
- PCMA / Convene Magazine interview
- ThriveGlobal: “I Would Like To Make Critical Thinking Cool”
- !! Our book was an answer (and question) on Jeopardy!

Contact

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