

Roger Dooley

**Author & International Keynote Speaker at Dooley Direct
LLC**

Austin, TX, US

Better Marketing With Brain Science

Biography

Marketing pro and international keynote speaker with a history of success in building high traffic Web properties. Author of Brainfluence (Wiley, 2011), Neuromarketing (the leading blog on the intersection of neuroscience and marketing), and Brainy Marketing (Forbes CMO Network). Co-founder, community architect, & site strategist for busiest Web community of college-bound students & parents (over 3 million unique visitors/month).

Specialties: Speaking Engagements, Training Seminars, Brainfluence Reviews of Websites, Ads, & Marketing Campaigns; User Experience (UX), Online Community Building, Search Engine Optimization (SEO), Traffic Building, Neuromarketing, Direct Marketing, Marketing Strategy, Market Research, Digital Marketing

Availability

Keynote, Workshop, Author Appearance, Corporate Training

Industry Expertise

Advertising/Marketing

Areas of Expertise

Neuromarketing, Marketing, Sales

Affiliations

University of Texas School of Information - Advisory Board

Sample Talks

Marketing to the Consumer Mind

Roger provides an entertaining introduction to neuromarketing, including plenty of practical techniques to craft marketing and sales campaigns that appeal to the way customer brains are wired.

Education

University of Tennessee
MBA Management

Carnegie Mellon University
BS Chemical Engineering

Accomplishments

Authored Brainfluence (Wiley, 2011)

Wrote Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing, published by John Wiley & Sons, November, 2011.

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