

# **Roger Dooley**

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

Austin, TX, US

Better Marketing With Brain Science

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## **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

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## **Availability**

Keynote, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing

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## **Areas of Expertise**

Neuromarketing, Marketing, Sales

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## **Affiliations**

University of Texas School of Information - Advisory Board

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## **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.

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## **Education**

**University of Tennessee**  
MBA Management

**Carnegie Mellon University**  
BS Chemical Engineering

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## **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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