



Melina Palmer

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Melina Palmer – Stage Intro

[Pronounced: Muh-lee-nuh]

Want to know what truly drives human decisions?

Our next speaker has unlocked the hidden psychology behind why people do what they do—and her insights will transform how you think about human behavior.

When companies like Walmart, Google, Procter & Gamble, and Mars need to understand what drives human behavior, they call her.

Her chart-topping podcast, *The Brainy Business*, has more than 1.3 million downloads from over 170 countries, and her three bestselling books have earned multiple international awards.

She teaches applied behavioral economics via Texas A&M University, has been featured in *The Washington Post*, *Forbes*, *Inc*, *Investopedia*, and *Business Insider* as well as graced the stages of TEDxPortland and South By SouthWest.

Known for taking complex science and turning it into practical strategies that drive meaningful change, Melina loves training corporate teams on why customers buy and employees buy-in.

Please welcome to the stage, behavioral economics expert and founder of The Brainy Business, Melina Palmer!