MEET THE GUEST SPEAKERS



Colin Strong

Global Head of Behavioral Science, IPSOS

Colin Strong is Global Head of Behavioral Science at IPSOS, providing leadership on the application of the discipline to a wide range of client challenges, as well as activities in sustainability, health and safety, organizational change and financial well-being. Colin has an academic background in psychology, with a Master's Degree in Applied Psychology from Cranfield Institute. He has worked in the market research industry for most of his career, using a psychology lens to develop advice, guidance and new approaches using market research tools.

He is also Honorary Professor of Consumer and Behavioral Psychology at Nottingham University Business School where he is actively engaged in a range of programs including a significant body of work on autonomous systems. He is a published author (*Humanizing Big Data*) and is currently working on book projects relating to behavior change and another on changing beliefs about humans.