MEET THE GUEST SPEAKERS



Jason Riis

CEO & Chief Behavioral Scientist, Behavioralize

Jason Riis founded Behavioralize in 2018 on the premise that behavioral science could be leveraged to drive growth across industries. He saw a gap between what academics were uncovering about how human decision-making worked, and how organizations were managing human decision processes (for all stakeholders). His consulting work has helped Fortune 500 companies, startups and nonprofits develop and test initiatives inspired by behavioral science. He is passionate about behavior change related to health, wellness and technology. Jason's background has positioned him well to execute on the promise of behavioral science.

He was a Postdoctoral Research Fellow for Nobel laureate Daniel Kahneman, who is widely seen as the "founder" of behavioral economics. Jason spent over a decade as a full-time faculty member at Harvard Business School and the Wharton School. He remains affiliated as a Senior Fellow at Wharton's Behavior Change for Good Initiative. His PhD is in Cognitive Psychology from the University of Michigan. Jason's research has been published in leading health and business journals. Jason lives in Philadelphia with his wife and three children. He enjoys soccer and cooking with one pan.