
NATHALIE NAHAI

Expert in Consumer Behaviour, Persuasive Tech & Marketing

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Nathalie Nahai's background in human behaviour, web design and the arts offer a unique vantage point from which to examine the complex challenges we face today. Her best-selling book, *Webs Of Influence: The Psychology of Online Persuasion* has been adopted as the go-to manual by business leaders and universities alike, and her new book, *Business Unusual: Values, Uncertainty and the Psychology of Brand Resilience*, has been described as "One of the defining business books of our times".

A popular speaker, consultant and facilitator to Fortune 500 companies, Nathalie also serves as a behavioural science advisor and helps organisations to ethically apply behavioural science principles to enhance their business. Having lectured at some of the world's most prestigious institutions, Nathalie's ability to ignite conversation and offer tools and strategies with which to harness human potential, has helped countless organisations transform how they approach business online, with clients including Google, Accenture, Unilever and Harvard Business Review, among others.

Having co-hosted the Guardian Tech Weekly, Nathalie now hosts the popular podcast, *Nathalie Nahai In Conversation*, which explores our relationship with one another, with technology, and with the natural world. She is also the founder of *Flourishing Futures Salon*, a project that curates gastronomical gatherings to help leaders explore how we can thrive in times of turbulence and change.

Topics

- Digital Trends
- Marketing
- Organisation
- performance
- Social Media
- Technology
- Women

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