

Jonah Berger

Best-Selling Author and Expert on Innovation, Disruption, and Change

Dr. Jonah Berger is a professor at the Wharton School at the University of Pennsylvania and a world-renowned expert on innovation, change, word of mouth, and why products, services, and ideas catch on. He is an internationally bestselling author and over a million copies of his books, *The Catalyst: How to Change Anyone's Mind*, *Contagious: Why Things Catch On*, and *Invisible Influence: The Hidden Forces that Shape Behavior*, are in print in over 35 languages around the world. He has published over 50 articles in top-tier academic journals, teaches Wharton's highest rated online course, and popular accounts of his work often appear in places like *The New York Times*, *Wall Street Journal*, and *Harvard Business Review*.

Berger has a PhD in marketing was named one of the American Management Association's "Top 30 Leaders in Business." A fresh and exciting voice, Berger blends behavioral science, business examples, and his own research to help fuel growth within modern, complex organizations operating in rapidly-changing environments. How can we become more effective at changing minds? Increase the pace of innovation within our organizations and industries? Get our products, services, and ideas to catch on? Prof Berger has spent over 15 years answering these questions, explaining why certain thing becomes popular, and why certain companies have an easier time breeding an innovative culture.

With his latest book, *Magic Words*, Berger reveals the six types of words that can increase your impact in every area of life — from inspiring others to buy into your vision to motivating high-performance teams. In his book *The Catalyst*, Berger provides a powerful way of thinking and range of techniques to catalyze change, while in *Contagious*, he reveals the science behind social transmission and shares how six key emotional and societal factors drive all sorts of things to become contagious – from products and policy initiatives to services and culture change within organizations. His book *Invisible Influence* examines how social influence works and how organizations can use these insights to motivate employees, increase sales, and drive business partners and investors to take action.

Berger often keynotes major conferences and events like SXSW and Cannes Lions and consults for companies like Apple, Google, Nike, Amazon, GE, 3M, Kaiser Permanente, and The Gates Foundation.