

Charlotte Blank

Chief Behavioral Officer at Maritz

Charlotte Blank is one of the world's first "chief behavioral officers." As CBO of Maritz, Charlotte leads Maritz's practice of behavioral science and innovation. She forges the connection between academic theory and applied business practice, by elevating the use of field research to advance our understanding of human behavior in the modern marketplace. Charlotte has led programs in consumer psychology and global branding during her ten years in the media and automotive industries, including various marketing roles for General Motors, and new product innovation for Turner Broadcasting. She earned a Bachelor of Science degree in Neuroscience and Behavioral Biology from Emory University, and a Master's in Business Administration from Harvard Business School. Incentive Magazine named Charlotte a Visionary and one of 2016's 25 Most Influential in the Incentive Industry. In 2018, St. Louis Business Journal named Charlotte one of the city's Most Influential Business Women. Charlotte is obsessed with field research, and her TEDx talk, "[Lead Like a Scientist](#)" makes the case for embracing experimentation to improve workforce incentives and motivation. Ever-curious about what "makes us work," Charlotte is a frequent contributor to PeopleScience.com.
