

## Beau Lotto

Neuroscientist, Entrepreneur, and Author of *Deviate*

According to Dr. Beau Lotto, “Once you understand how perception works, you can't but help see yourself in the world in a different way and engage in it in a different way.” Renowned neuroscientist and entrepreneur, Beau Lotto, has spent decades studying the way we see—and in his three-time mainstage TED talks with over 7 million views, he shows us how to see *differently*. As Lotto puts it, “the brain never sees the world as it actually is, only the world that is useful to see.” By illuminating these principles of perception, Lotto helps companies overcome biases, embrace uncertainty, transform their approach to creativity, and unlock innovation.

Lotto is the founder and CEO of The Lab of Misfits, the world's first neuro-design studio that seeks to “break down the walls of the traditional laboratory” and study humans in their natural habitats. Part lab, part creative studio, Lab of Misfits takes a disruptive approach to research, partnering with brands to blend science, art and performance to explore pivotal principles in current culture. Their “experiential experiments” invite consumers to engage with brands and offer brands science-backed insights that foster innovation. The measurable insights gleaned from these experiments have led to organizational breakthroughs for clients as diverse as Cirque du Soleil (awe and wonder), L'Oréal (empowerment), The Charles Koch Institute (tolerance), BCW Public Relations (insight), and The London Science Museum (curiosity).

Lotto is a professor of neuroscience at the University of London, and a visiting scholar at New York University. He is the author of *Why We See What We Do, and Deviate: The Science of Seeing Differently*, which explores the surprising science of creativity and unveils the unexpected relationship between perception, reality and innovation. In addition to his role at The Lab of Misfits, Lotto is the Founder and CEO of the sound-based AR company Acoustigram.

Lotto spoken at large-scale events such as the G8 Innovation Conference, as well as for companies like *WIRED* and Google. He has contributed to television and radio documentaries produced by influential media such as the BBC, *National Geographic*, Netflix, and PBS.