

## Jeff Kreisler

Expert on Behavioral Economics, Head of Behavioral Science at JP Morgan, Head of Content for Bescy, Best-Selling Author, & Former Stand-up Comedian

Jeff Kreisler is a best-selling author and financial columnist whose prized insights on the intersection of behavioral science and money help audiences better understand why people do the things they do, especially when it comes to finance. Jeff's research on how human behavior drives spending and saving habits, economic ebbs and flows, and the future of our markets led to his best-selling book *Dollars and Sense: How We Misthink Money and How to Spend Smarter*. The work was named a "Best Book of the Year" by *Business Insider*, *Audible*, *Huffington Post*, and *The Washington Post* ("a brilliant and accessible look at behavioral economics"). It was also named the "#1 Book Every FinTech Professional Should Read in 2018" by the global fintech company Strands.

Led by the principle that behavioral science can empower organizations and individuals to learn, adopt, and grow, Jeff—who is a former stand-up comic, Princeton graduate, and University of Virginia-trained attorney—offers dynamic, relatable, and humor-filled presentations to share his profound research and reflections on the human element of economics. Jeff drums up important conversations about how we think about and relate to money, and helps clients answer questions like, "Why do we make the decisions that we do?" and "How can we reframe our financial decision-making to create better outcomes?" Audiences take careful notes and talk about Jeff's presentations long after they're over, considering the impact of his thoughts on the ways accountability, habits, loyalty, and relativity drive purchases. Jeff also touches on fintech, opportunity costs, "the pain of paying," and the way new transactional platforms are shifting our understanding of money. *The New York Times* calls him "Delectable" and *The Economist* said his was "A truly special event."

Jeff is currently the Head of Behavioral Science at JP Morgan Chase, where he is leading financial decision-making thought leadership and innovation efforts. A writer for TV, politicians, and CEOs and on-air contributor to CNBC, MSNBC, CNN, FoxNews, SiriusXM, Current TV, CBC and the BBC, he is also the winner of the Bill Hicks Spirit Award for Thought Provoking Comedy and author of the best-selling satire *Get Rich Cheating*.

Prior to JP Morgan Chase, he was the founding Editor-in-Chief of PeopleScience.com, a behavioral insights thought-leadership publication guiding the conversation about applying behavioral science principles to modern-day business practices, where he remains a contributor and advisor. He has also given two different TEDx talks and was the Executive Producer of The Final Edition Radio Hour, writer for Comedy Central, TheStreet.com, Nickelodeon and IFC, and a cast member of *Shoot The Messenger* (a show from the co-creator of *The Daily Show*).