

Jeff Kreisler

Expert on Behavioral Economics, Best-Selling Author, & Former Stand-Up Comedian

Jeff Kreisler is a former stand-up comedian, behavioral economics expert, financial columnist, and best-selling author 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*. His book was named "Best Book of the Year" by *Business Insider*, *Audible*, *The Huffington Post*, and *The Washington Post*. 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.

Jeff is the editor-in-chief of PeopleScience.com, a behavioral insights publication from the team at Martiz, a TV writer and producer, and an on-air contributor for MSNBC, CNN, Fox News, 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*.

Jeff is the host of the forthcoming "Dollars & NonSense" podcast. He has given two different TEDx Talks, is the executive producer of The Final Edition Radio Hour, a writer for Comedy Central, TheStreet.com, Nickelodeon, and IFC, and cast member of *Shoot The Messenger*, which is a show from the co-creator of *The Daily Show*.