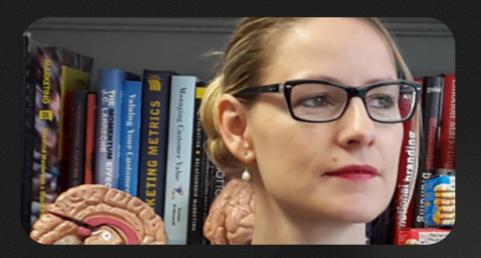
Deloitte.



HILKE PLASSMANN



NATIONALITY / COUNTRY OF ORIGIN:

Germany

BIO:

PhD on Decision Neuroscience from Münster University; Post-doctoral scholar at the Department of Economics at Stanford, and Humanities and Social Sciences at Caltech. Now the Octapharma Chaired Professor of Decision Neuroscience at INSEAD.

IDEAS:

Research focusing on consumer decision-making and the brain. Pioneer in uncovering the neurobiology underlying how marketing works and how individual differences in their neurobiology can help explaining why – or why not – consumers make 'good' decisions.

CONTENT:

Published in premier scientific journals including PNAS, Nature Communications, and Journal of Marketing Research: tinyurl.com/HPlassmann-cites.

WEBSITE:

insead.edu/faculty-research/faculty/ hilke-plassmann/personal-site **SOCIAL MEDIA:**