RENÉE RICHARDSON
GOSLINE

Affiliation: Senior lecturer in the Management Science group at the MIT Sloan School of Management and a principal research scientist at MIT’s Initiative on The Digital Economy.

Ideas: Focuses on the intersection between behavioural science and technology. Research includes how consumers determine “real” from “fake” products; how customers perceive value in platforms; and the effects of storytelling in social media on trust.


Bio: Named one of the World’s Top 40 Professors under 40 by Poets and Quants. Prior to academia, she worked in marketing at LVMH Moët Hennessy and Leo Burnett. Holds a doctorate from Harvard Business School.

Verdict: “An emerging and persuasive thought leader on the new digital reality.” Thinkers50

Website: mitsloan.mit.edu/faculty/directory/renee-richardson-gosline

Social: @reneegosline