



Michael Solomon

AUTHOR

Consumer behaviour expert & marketing specialist

A thought leader in marketing and advertising, Michael's presentations reveal cutting-edge trends in advertising and marketing, branding, consumer behavior, and social media.

Michael Solomon's 2026 Biography

He creates a visual excursion into the minds of consumers and what influences them to buy. He captivates audiences with the insights he unveils during his interactive keynotes and seminars.

Michael is a regular Contributor at Forbes.com, where he writes about retailing, consumer behavior and branding. He has spoken to Fortune 500 companies, top advertising agencies, associations and branches of government on five continents and received rave reviews.

Michael Solomon works with Leading Industries

Michael's client roster includes leading industries such as financial services and insurance, consumer goods and food, apparel design and fashion, as well as aviation and technology. He has spoken to business groups around the world delivering keynotes in South Korea, Brazil, Peru, Japan, Germany, Mexico, the United Kingdom and Poland.

Passionate about the extraordinary world of the ordinary consumer, Michael has advised numerous companies on lifestyle marketing issues and consumer research to fine tune product and service offerings for brand launches and stronger sales results.

Meeting Professionals

Michael works with speaking clients to customize every presentation and make the program as relevant as possible to the audience. He incorporates content provided by the sponsor and actively researches each speech with the goal of exceeding expectations.

Michael provides briefings to global executive teams who want significant increases in their bottom line and who understand that requires a deeper connection with customers. He is on top of the latest trends in consumer behavior and customer decision making, customer insights and customer engagement, and brand identity.

AVAILABLE FOR

- After Dinner Engagement
- Speaking

MICHAEL'S SPEAKING THEMES

- Customer Experience & Marketing

LANGUAGES: English

Michael speaks about cutting-edge approaches to sales and consumer psychology, including:

- Gamification
- Customer journey mapping
- Sentiment analysis
- Network marketing
- Augmented reality marketing
- Word of mouth marketing

He shares the latest research on what drives important consumer subcultures such as Millennials, Baby Boomers, women, and multicultural marketing. In addition, he is one of the founders of the field of fashion psychology, and works with major companies to address luxury brand marketing, wearable technology, and the role of social media in promoting the diffusion of new styles and trends.

Media Exposure

Michael is frequently quoted in major media outlets such as The New York Times, USA Today, Adweek and Time. He is a regular Contributor to Forbes.com, where he writes columns about emerging issues in retailing, branding and consumer behavior.

Noted Scholar

Michael has been recognized as one of the Top 10 Most Productive Scholars with published research on consumer behavior, fashion psychology, branding, retailing, and marketing research in numerous academic journals. He has written over 30 books on these and related topics, as well as many feature articles in national magazines.

Michael combines cutting-edge academic theory with actionable real-world strategies. He helps managers get inside the heads of their customers so they can anticipate and satisfy their deepest and most pressing needs and improve the bottom line. Marketing guru Philip Kotler summed up his expertise this way, "Solomon has the mind of a scientist and the writing flair of a journalist."

Michael literally "wrote the book" on understanding consumers — his textbooks on Consumer Behavior, Social Media Marketing, Advertising, Fashion Psychology and Marketing are required reading in hundreds of business schools around the world. He holds a Ph.D. in Social Psychology from The University of North Carolina at Chapel Hill, and he has been on the faculty at New York University, Rutgers University, Auburn University, and The University of Manchester in the U.K. He has given invited lectures on every continent except Antarctica (still waiting for one there!). Michael currently is Professor of Marketing in the Haub School of Business at Saint Joseph's University in Philadelphia.

Michael Solomon's 2026 talks & topics

Profit from Disruption: Tear Down Marketing's Old Walls to See the Future of Your Business

Fundamental categories that form the bedrock of marketing strategy and customer insights simply no longer exist. You need to understand the new landscape of consumer behavior so you don't get left in the dust.

In this fast-moving 45-minute program you will learn:

- How you can reach today's consumers, who plug into a "hive mind" that tells them what to buy.
- Why the debate about "offline versus online" marketing strategies is useless.
- How to market with rather than market to your customers.
- Why your customers rely upon your brands to tell them who they are.
- How to develop new killer products and services by demolishing your industry's walls

The Young and the Restless: Capture the Hearts, Minds and Wallets of Millennials

We'll dive into key ways that Millennials think about products and stores, and we'll identify emerging tech solutions that sync with young consumers' lifestyles.

In this keynote you will learn:

- How Millennials think
- Why brands matter to them — and don't
- What you can learn from "World of Warcraft" and other online video games
- Why "haul videos" and other consumer-generated content will transform the way you think about customer insights
- How cutting-edge technologies like virtual reality will revolutionize the shopping experience

The Many Faces of AI: What (Or Whom) Will Consumers Trust - and Obey?

Everyone is buzzing about Artificial Intelligence these days, as well as they should. Machines that "think" for us already are transforming how we work, play - and shop. McKinsey tells us that some 29 million U.S. homes used some form of smart technology last year, and that number grows by over 30 percent a year.

Many organizations now deploy robots, avatars and chatbots to perform tasks we used to ask flesh-and-blood people to do. This suddenly makes the age-old question of what makes us human much less theoretical. Self-driving cars threaten to replace truck drivers. IBM's Watson beats chess masters and veteran Jeopardy game show contestants. Movies and TV shows like Blade Runner, Westworld, and Humans that focus on the civil rights of synths, replicants and androids are center stage in popular culture. Alexa and Siri are our new guardian angels.

Where does the person stop and the machine start?

Marketers need to grapple with this question, and soon. As customers increasingly interact with machines instead of people, there are huge ramifications for the way we think about sales interactions, communications strategies, product design and marketing channels.

Will consumers more readily accept a product recommendation from an AI agent if an attractive avatar delivers the message? Will customers become loyal to an intelligent agent, much as some do with their favorite salespeople now? Will shoppers prefer to see computer-generated models in advertising rather than real people?

Very soon, the rise of the machines will become the race of the machines. Don't be left at the starting

line. In this thought-provoking presentation we will ask:

- How does the physical appearance of a robot or avatar sales advisor affect the likelihood that customers will trust and follow its' recommendations about what to buy?
- How will chatbots and affective computing (where software detects a consumer's emotional state) impact sales interactions?
- As advertisers use machine learning to generate artificial images for their messages, how will AI influence ideals of beauty and the fashion industry?
- What will be the impact of dating apps, sexbots and other smart devices on interpersonal relationships?
- How will facial recognition and wearable computer technologies meld with AI to create "markets of one?"

We Really ARE What We Wear: How The Psychology of Fashion Influences Consumer Behavior

Customers literally choose from thousands of options. Fashion marketers need to dig deeper if they want to sync their offerings with what their customers seek.

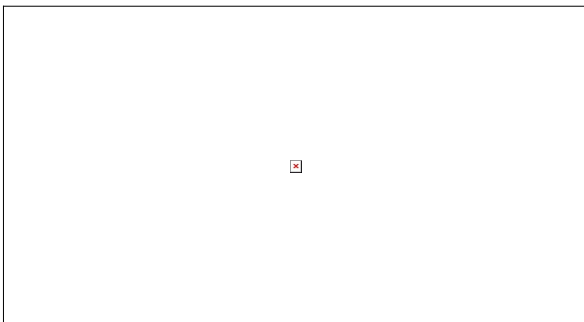
A Moving Target

Consumer behavior is a moving target, but understanding how "deep meanings" influence customers worldwide will improve your aim.

Earthshaking Trends: What You Need To Know NOW About Keeping your Top Consumers

Fundamental categories that form the bedrock of marketing strategy and customer insights simply no longer exist. You need to understand the new landscape of consumer behavior so you don't get left in the dust.

Michael Solomon's Videos



What Michael Solomon's clients say

I knew Michael's presentation was a big success when our attendees took out their phones and started snapping photos of his slides! Michael's presentation includes a mix of history, pop culture and statistics that kept the room engaged. We thank him for this high quality seminar!

Karen Giberson

President, Accessories Council

Michael is a constant source of inspiration and knowledge for any professional in any relevant market who wants to understand consumers behavior more deeply. His work is constantly being updated and his presentations bring powerful ideas that take us out of the comfort zone and pushes our need to act with more strength to develop strategies able to transform the culture of the companies and make them customer-centric organizations.

Jacques Meir

Chief Knowledge Officer, Grupo Padrao (Brazil)

We were looking for a speaker who could challenge conventional thinking about how to approach consumers in the finished goods space. Michael's presentation was a great combination of strategic thinking, tactical strategies and humor, augmented with insights directly from our own industry. Consumers are driving the conversation around healthy products, and Michael's talk gave our professional audience great new ways to develop their own marketing strategies to connect with those shoppers.

Heather Granato

Vice President, Content, Informa Health & Nutrition

Prof. Solomon...was able to make us think of new ways to use consumer behavior to frame our own activities.... He was able to inject humor to maintain attention yet did not deviate from the basic task at hand that was to educate and provoke thought.

David Friedman

V.P. Marketing, U.S. Cellular

I found Dr. Solomon to be a great asset to the programme through his willingness to adapt the focus and content of his presentation to suit the audience as well as the timely delivery of the presentation in advance of the conference.... I wouldn't hesitate to ask Dr. Solomon to speak at future events as I am confident that he would deliver excellent value for the conference.

Fiona McCallum

Global Events Manager, NCR Corporation (Prague)

I had the opportunity to work with Michael for Marketing Innovation Day for our topic of Human Centric Design. Michael is very well versed and knowledgeable of the subject matter and was able to give tons of relevant insight, especially relating back to the automotive industry. He was able to provide the audience with tools to use in the real world and take back to our jobs.

Natalie Simon

Vehicle Personalization and Ford Performance Parts Events & Communication Manager, Ford Motor Company

The man is a scholar who is current and street-wise.

Joe Barstys

Manager, Customer Satisfaction, Subaru of America

Michael Solomon is a great resource on today's consumer and customer expectations. His presentation on building a brand that engages customers in the wild new world of marketing provided a wealth of needed knowledge to our direct selling executives.

Melissa Brunton

Senior Vice President, Education and Meeting Services, Direct Selling Association

...an enlightened resource on consumer motivations and shopping habits.... he brings forth new consumer insights that resonate with our diverse audience... I highly recommend Mike Solomon as a speaker if you want your audience to be truly engaged as they learn about fresh, trend-setting consumer insights that are impacting how marketers can use technology to better connect with today's consumers.

Libby S. Johnson

Market Engagement Manager, Microsoft Advertising

I highly recommend Michael Solomon to be a speaker at any event where you want to educate and entertain your audience. Michael has a wealth of knowledge in the consumer space that was very relevant to our audience of retailers. Not only was he poignant with them, but I received overwhelmingly positive responses from the attendees. The use of media in his presentation also added some flair that took the data from your standard presentation to something memorable.

Sally Stephens

Sr. Channel Marketing Manager, Consumer Marketing, Symantec Corporation