



Paco Underhill

AUTHOR

Owner at Peckshee LLC, Futurist, Motivational Speaker, Observer, Humorist, Global Best Selling Author

Paco Underhill is one of the era's leading shopping anthropologists, and the founding president of Envirosell, the New York-based behavioral research and consultancy firm focused on commercial environments.

Paco Underhill's 2026 Biography

Paco Underhill: Founder, Author, Behavioral Expert, and Global Keynote Speaker

Paco Underhill is the founder and former CEO of Envirosell Inc., a behavioral research and consulting firm based in New York City with global offices. Over 34 years, Envirosell has partnered with 23 of the Fortune 50 companies, testing prototype stores and bank branches in 51 countries. The firm's expertise lies at the intersection of the physical and digital worlds, with work spanning stores, banks, restaurants, airports, libraries, museums, shopping malls, offices, cruise ships, model homes, and websites. Envirosell's groundbreaking research has been profiled in prominent publications, including *The New Yorker* and *Smithsonian Magazine*.

A Simon & Schuster author, Paco has penned multiple global bestsellers, most notably *Why We Buy: The Science of Shopping*, published in 27 languages and used in design schools and MBA programs worldwide. His other acclaimed books include *Call of the Mall* and *What Women Want*. His most recent book, *How We Eat: The Brave New World of Food and Drink*, was released in January 2022.

As a columnist, Paco contributes to *Design: Retail* and *The Robin Report* (a Goldman Sachs-Intel newsletter) and has written articles and op-eds for leading magazines and newspapers across the globe.

He has served on prestigious advisory boards, including:

- Hakuodo (Japanese advertising agency) – First foreigner to hold this role during a 10-year term.
- General Shopping (Brazilian shopping mall company) – Three-year term.
- Smithsonian Institution – Three-year term.
- Multiple tech start-ups, both domestic and offshore.

As a keynote speaker, Paco has delivered presentations in 53 countries for

AVAILABLE FOR

- After Dinner Engagement
- Speaking

LANGUAGES: English

company gatherings, trade associations, non-profits, universities, and global tours for major tech companies. His talks, tailored for each specific audience, explore topics such as the future of communications, emerging market mall innovations, the future of caring, the reinvention of clean, dealing with a post-pandemic world, and the science of shopping. His extensive speaking experience includes working with translators and conducting clinics and workshops.

Born into a diplomatic family, Paco spent his formative years in Southeast Asia and Eastern Europe before returning to the United States for high school. He attended Columbia University and Ewha University in Seoul, Korea, before completing his undergraduate degree at Vassar College. Over the past 40 years, Paco has established himself as a pioneer in developing tools to understand human behavior and anticipate the future.

Paco Underhill's Videos

