



## Patrick Renvoise

### AUTHOR

Sales and marketing teams spend billions every year on messages that fail to move buyers. The reason is structural. Most purchasing decisions happen in parts of the brain that traditional research cannot reach. Customer surveys and intuition-based campaigns keep producing the same disappointing returns.

Patrick Renvoise is a neuromarketer who helps organisations rebuild sales and marketing communication around the brain science of how buyers actually decide.

## Patrick Renvoise's 2026 Biography

### Why organisations work with Patrick Renvoise

- A tested, codified persuasion framework. NeuroMap® is a four-step model SalesBrain has applied in client engagements since 2002, turning cognitive science research into specific decisions about messaging and value proposition design.
- Co-author of two of the earliest commercial books on neuromarketing. *The Persuasion Code* (Wiley, 2018) received an Axiom Business Book Award and builds directly on the work of Nobel laureates Daniel Kahneman and Richard Thaler.
- Authority earned in enterprise sales before brain science. He sold multi-million-dollar supercomputers at Silicon Graphics and LinuxCare to clients including NASA, Boeing, Airbus and Shell. The framework is shaped by what closes deals in real B2B selling.
- Recognition from named bodies that buyers respect: an American Marketing Association Next Big Thing in Marketing award (2009) and three Advertising Research Foundation Innovation in Research Awards (2011, 2014, 2015).
- Trained more than 100,000 executives across 24 nationalities at companies including PayPal, Microsoft, Hitachi, Siemens and GE, giving sales and marketing teams a shared scientific language for messaging decisions.

### Biography highlights

- Co-founder and Chief Neuromarketing Officer of SalesBrain, the first dedicated neuromarketing agency, founded in 2002.
- Developer of NeuroMap®, a four-step persuasion framework used in SalesBrain's advisory and training programmes.
- Co-author of *The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime* (Wiley, 2018) and *Neuromarketing: Understanding the Buy Button in Your Customer's*

### AVAILABLE FOR

- Guest Appearance
- Speaking

### PATRICK'S SPEAKING THEMES

- Behavioural Economics
- Marketing & Branding
- Sales & Customer Acquisition
- Storytelling & Business Communication

### LANGUAGES: English

*Brain* (2007).

- Recipient of the American Marketing Association “Next Big Thing in Marketing” award (2009), three Advertising Research Foundation Innovation in Research Awards (2011, 2014, 2015), and a Vistage “Above and Beyond” speaker award (2008).
- Former senior business development executive at Silicon Graphics and LinuxCare, where he sold multi-million-dollar supercomputers to NASA, Boeing, Shell, Airbus, BMW and Canon.
- TEDxBend speaker (“Is There a Buy Button Inside the Brain?”) and trainer of more than 100,000 executives at companies including PayPal, Microsoft, Hitachi, Siemens, Facebook and GE.

## **Biography**

In 2002, the discipline of neuromarketing did not exist as a commercial practice. Patrick Renvoise and Dr. Christophe Morin co-founded SalesBrain that year to build it. Their premise was that two decades of cognitive science research could be translated into a working method for sales and marketing teams whose campaigns were not delivering.

Most marketing assumes buyers can articulate what they want. Two decades of brain research suggest otherwise. The bulk of purchasing decisions are made by what Daniel Kahneman called System 1, the part of the brain that does not respond to logical argument or feature lists. SalesBrain’s NeuroMap® is a four-step framework. The steps are diagnose the pain, differentiate the claims, demonstrate the gain and address the primal brain. It translates cognitive science into specific decisions about messaging and value proposition design.

Renvoise’s path to brain science came through enterprise sales. At Silicon Graphics and LinuxCare he sold multi-million-dollar supercomputers to NASA, Boeing, Shell, Airbus, BMW and Canon. After watching what worked and what did not in those rooms, he spent two years researching how the brain processes commercial messages. The result was published in 2007 as *Neuromarketing: Understanding the Buy Button in Your Customer’s Brain*. The expanded second book, *The Persuasion Code*, followed in 2018 from Wiley, building directly on the System 1 and System 2 work of Daniel Kahneman and Richard Thaler.

The methodology has earned recognition from named bodies that buyers respect. The American Marketing Association named NeuroMap its Next Big Thing in Marketing in 2009. The Advertising Research Foundation followed with three Innovation in Research Awards. *The Persuasion Code* received an Axiom Business Book Award. SalesBrain has now trained more than 100,000 executives across 24 nationalities at companies including PayPal, Microsoft, Siemens, Hitachi, Facebook, GE and Airbus.

## **Key speaking topics**

- Neuromarketing
- The science of persuasion
- Sales messaging and value proposition design
- Brain science applied to decision-making
- Marketing strategy and effectiveness
- Complex B2B and enterprise sales
- Customer communication and influence

## Ideal for

- Chief Marketing Officers and Chief Revenue Officers accountable for marketing and sales return.
- Sales leaders and B2B teams selling complex or high-value solutions where messaging is a competitive differentiator.
- Marketing and brand teams responsible for messaging, value proposition and campaign performance.
- Founder-led companies whose growth depends on the persuasiveness of their commercial communication.

## Audience outcomes

- The six stimuli that trigger the brain's primal decision-making system, and why most traditional messaging fails to reach it.
- The four steps of NeuroMap®, applied to their own messaging during the session.
- A clearer view of why customer surveys produce misleading data, and what to use instead.
- Specific changes to make to current marketing materials and sales conversations.

## Patrick Renvoise's 2026 talks & topics

### Is There a Buy Button Inside the Brain?

The flagship keynote, drawn from Renvoise's TEDxBend talk, on how buyers actually decide and the six stimuli that move them.

#### Key takeaways:

- Why traditional marketing and customer surveys consistently misread buyer intent
- The role of the primal brain in commercial decision-making
- A four-step framework for messaging that reaches the brain system that actually decides

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### The Persuasion Code

A keynote built around the book of the same name (Wiley, 2018), translating cognitive science from Kahneman, Thaler and others into a working method for sales and marketing teams.

#### Key takeaways:

- The behavioural science behind why most messages fail to capture attention
- The NeuroMap® four-step model applied to current marketing and sales materials
- Specific changes that improve persuasion in pitches, decks, websites and proposals

## Patrick Renvoise's Videos



## What Patrick Renvoise's clients say

We recently hosted a 2-day conference for executives of many of our top partners. Among a stellar roster that included Malcolm Gladwell and Asthon Kutcher, Patrick was invited to present on his topic of expertise: Neuromarketing, the Persuasion Code. His unique content and presentation style captivated our audience, and he received the top rating of the event. Patrick's unique perspective is a must learn for today's professional.

**Elina Vilk**

*Head of Marketing, PayPal*

Patrick's extremely entertaining, informative and revenue-generating presentations will allow any company to create a clear competitive advantage in their market!

**Bob Dabic**

*CEO Coach, Los Angeles with Vistage (Largest network of CEO Worldwide)*

Patrick gave a keynote at our annual meeting and received a 4.98 out of 5 on content value and 4.94 on delivery when the average of our presenters was 4.4. In a group of talented speakers his unique content and unique delivery style was the hit of our event.

**Kate Seward**

*Director of Program Management, Welsh, Carson, Anderson & Stowe*

Patrick's presentation was terrific for our team (audience of roughly 115 people) because he was able to translate his message into our (very specialized) vernacular and get through to the group.

**Phil Spencer**

*VP Business Development, United Surgical Partners*

At our annual meeting Patrick spoke to our group of 300+ partners. He captured their attention like no other speaker I have ever seen and I could listen to him all day.

**Bill Clendenen**

*CEO, Health and Safety Institute*

I cannot thank you (Patrick) enough. Graham described the mood at the end of your keynote as 'post religious revival'! Aside from the fact that everyone learned a lot and came away with some great new ideas, you made Riverside look great!

**Pamela Hendrickson**

*COO, The Riverside Group*

Patrick, thank you so much for speaking at CCN's fall conference. As you can see from the attached evaluations, many of our members considered this the best conference we've had and you were a big part of that!

**Jessica Vaughan**

*Director, Certified Contractor Network*

I still carry your card. Yours was one of the most meaningful presentations I was ever fortunate enough to attend. It has influenced every marketing decision I make.

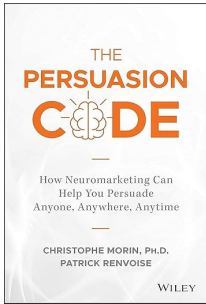
**Dirck Schou**

*CEO, HF Coors*

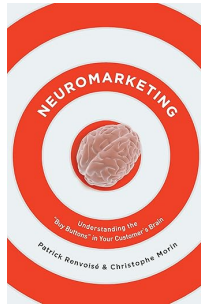
You were one of the best speakers I've heard. Your content was a big eye opener for me.

**Patrick Spiteri**  
CEO, SBI Services

## PATRICK'S LATEST BOOKS



**The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime**



**Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain**

## ARTICLES AND PODCASTS



[Does Marketing Work?](#)

## Patrick Renvoise's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	<b>EUR</b>	<b>GBP</b>	<b>USD</b>
<b>Home Country</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>Asia Pacific</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>Europe</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>Middle East &amp; Africa</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>South America</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>United Kingdom</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>US East Coast</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>US West Coast</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>Virtual</b>	Please enquire	Please enquire	Please enquire