



Roger Dooley

AUTHOR

International Keynote Speaker, Author, Friction Hunger

Roger Dooley is an author, marketing pro and international keynote speaker with a history of success in building high-traffic web properties and customer-oriented businesses.

Roger Dooley's 2026 Biography

Meet Roger Dooley

Roger Dooley is an author and international keynote speaker. He is a recognized expert in the use of brain and behavior research to improve marketing, sales, customer experience, and corporate culture.

Dooley is the author of *Friction: The Untapped Force That Can Be Your Most Powerful Advantage* (McGraw Hill; named a Top 3 Management Book and a Best Business Book by strategy+business) and the best-selling *Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing* (John Wiley & Sons). The latter has been translated into eleven languages. He writes the popular blog Neuromarketing and a column at Forbes.com. He hosts the Brainfluence podcast, now with more than 400 episodes. He co-founded College Confidential, the leading college-bound website. The latter business was acquired by a unit of the UK's Daily Mail Group, where Dooley served as Vice President of Digital Marketing after the acquisition.

Dooley's work focuses on the practical application of brain and behavioral science to marketing, customer experience, and employee experience. He brings a well-grounded understanding of how business works to every project. He has worked with companies ranging from Fortune 500 firms to entrepreneurial startups to enhance their digital and conventional marketing. He has been named a Top 50 Global Thought Leader on Customer Loyalty.

The Persuasion Slide™ is a model created by Dooley that puts marketing and customer experience in an easy to understand framework. This model allows businesses to focus on the four key elements needed to persuade customers to act and aids in identifying friction points in the customer experience that prevent sales and reduce satisfaction. The framework has been applied to other behavior change topics, such as compliance with medical instructions.

AVAILABLE FOR

- Speaking
- Training and Workshops

ROGER'S SPEAKING THEMES

- Customer Experience & Marketing

LANGUAGES: English

Dooley spent years in direct marketing as the co-founder of a successful catalog firm and was director of corporate planning for a Fortune 1000 company. He has an engineering degree from Carnegie Mellon University and an MBA from the University of Tennessee.

Roger Dooley's Videos



What Roger Dooley's clients say

Perfectly set the tone for the rest of the conference!

Benny Briesemeister

Co-chairperson, BCR Conference, Hamburg, Germany

Terrific! Really delivered!

Ton Wesseling

Founder, Conversion Hotel Conference, Holland

Roger provided a great experience for the audience and my team. He was the best speaker at the Summit, and gave a lot of practical advice. I was impressed by Roger's in-depth knowledge of both neuromarketing and marketing in general.

Tim Roemer

Managing Director, Scoot Media, Affiliate Day, The Netherlands

Roger was an absolutely fantastic keynote speaker for our conference and provided the audience with excellent insights and creative thinking... Roger received exceptional feedback from the audience on his presentation with people describing it as “inspiring”, “exciting” and “a highlight of my day”. I would highly recommend Roger as a keynote speaker for any event.

Amelia Gardner

General Manager, Events, ADMA, Sydney

Roger’s workshop exceeded my wildest expectations. He kept the team interested and engaged, and they left inspired to take action.

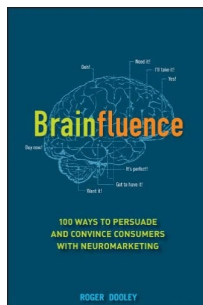
Garry Sinclair

CEO BTC Bahamas & VP Northern Cluster at C&W Communications

ROGER'S LATEST BOOKS



Friction—The Untapped Force That Can Be Your Most Powerful Advantage



Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing