



Simon Moore

AUTHOR

Dr Simon Moore is a chartered psychologist who helps organisations apply behavioural and consumer psychology to business strategy, customer behaviour and organisational decision-making.

- Chartered business and consumer psychologist with a PhD in psychobiological psychology.
- Founder of IB, the behavioural science consultancy formerly known as Innovationbubble.
- Former academic at London Metropolitan University with experience in psychology teaching and course leadership.
- Co-author of the undergraduate textbook *Complete Psychology*.
- Consultant applying behavioural science to commercial strategy, customer experience and organisational challenges.
- Speaker on behavioural psychology, decision-making, communication and AI in business contexts.

Simon Moore's 2026 Biography

Key speaking topics

- Behavioural psychology in business
- Consumer behaviour and decision-making
- Behavioural science in strategy and communication
- Customer behaviour and customer experience
- Psychology of change and organisational behaviour
- Psychology of artificial intelligence
- Behavioural insights for business performance

Ideal for

- Senior business leaders and executives
- Marketing and customer experience teams
- Strategy and transformation leaders
- Organisations applying behavioural science to business decisions

Audience outcomes

- Clear understanding of behavioural psychology principles relevant to business decisions
- Practical insights into how behaviour influences customers, employees and leaders
- Frameworks for applying behavioural science to strategy, communication and change
- Greater awareness of psychological bias in organisational decision-

AVAILABLE FOR

- After Dinner Engagement
- Coaching
- Moderating and Emcee
- Speaking

SIMON'S SPEAKING THEMES

- Artificial Intelligence & Generative AI
- Behavioural Economics
- Change Management
- Customer Experience & Marketing
- Storytelling & Business Communication

LANGUAGES: English

making

Why organisations work with Simon Moore

- Combines academic psychology with commercial consulting experience.
- Applies behavioural science to real organisational and customer challenges.
- Provides practical perspectives on decision-making, behaviour and communication in business contexts.
- Connects behavioural psychology with emerging themes such as AI and organisational change.

Biography

Dr Simon Moore is a chartered psychologist whose work focuses on applying behavioural and consumer psychology to real-world business challenges. Through his consulting and speaking, he helps organisations understand how people think, decide and behave, and how those insights can be used to improve strategy, communication and customer engagement.

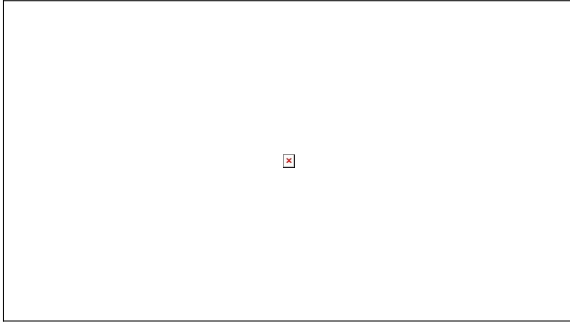
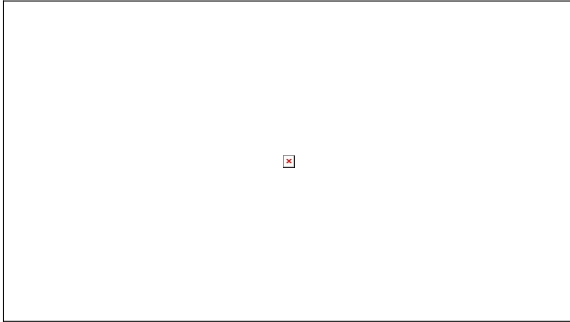
He is the founder of IB, the behavioural science consultancy formerly known as Innovationbubble. The firm applies psychology to commercial strategy, customer experience and organisational decision-making, working with businesses to translate behavioural insight into practical outcomes.

Dr Moore's work sits at the intersection of psychology, business and emerging technology. He regularly explores how behavioural science influences leadership decisions, customer behaviour and organisational change, and how developments such as artificial intelligence are reshaping communication and human interaction within organisations.

Earlier in his career, he worked in academic psychology at London Metropolitan University, where he held teaching and course leadership responsibilities. He is also a co-author of the undergraduate textbook *Complete Psychology*, reflecting his background in academic research and teaching.

Alongside his consulting work, Dr Moore is a sought-after conference speaker who presents on behavioural psychology, decision-making, communication and the human implications of AI in business. His insights help organisations better understand the psychological factors that influence customers, employees and leaders in complex and rapidly changing environments.

Simon Moore's Videos



What Simon Moore's clients say

Simon joined one of our recent Pacific Life Re seminars where he delivered a fantastic and thought provoking session, taking a deeper look into how our brain works; why we respond to external factors in a specific way and how to best engage with the core customer archetypes. I've worked with a range of speakers over the years, who are experts in their respective field, but only a few have mastered the power of keeping an audience engaged throughout the whole session. The feedback from our event attendees was excellent and everyone rated Simon's session as the best one. I'd strongly recommend Simon and his team to anyone looking to take an insight-led, innovation driven approach to their business.

MA Marketing and Digital Media Specialist

Simon is exactly what you want from a speaker, engaging, inspiring, dynamic. His interactive workshop – focussed on breaking through the siloed behaviour faced in retail organisations was extremely well received. Simon's session was followed by a flurry of questions and ended with many delegates taking a picture of his email address! I would love to work with Simon on a future project and would highly recommend him to other Conference Directors looking for someone to liven-up and inspire their event audience.

Head of Marketing, Rufus Leonard

Simon ran an excellent, informative session with the FT's marketing team – challenging our thinking and inspiring the team to really think about how we talk to our customers. He's a great speaker, I would highly recommend him.

Managing Director, Consumer Revenue, Financial Times

Simon spoke at our marketing offsite and exceeded our expectations. He tailored the content to suit the investment market. This even included some initial research with key influencers in the industry. As a result, the content was very relevant, and the team were thoroughly engaged. We are now looking at how we can incorporate Simon's thinking into our marketing.

Senior Investment Marketing Manager, Aegon

Simon did a great job at the Royal Mail event.

Nicci

The Creative Consultancy

I thought I knew something about psychology. That was until Dr Simon Moore came to kick off our global organisation conference. In 45 minutes I learnt much more than I would have thought and Simon presented it in such a way as to bring you along on the journey and want to be part of it. Fascinating. His ability to explain complex things by using day to day examples that we can all relate to was especially clever. I would fully recommend him to speak to any audience. Psychology and human behaviour is fascinating to everyone and adds a topic of differentiation to any event

Simon gave an out of industry presentation at the annual Digital Travel Summit in London, and really brought something different and truly exciting to the conference. The audience were completely taken by his different approach to a vital topic, such as a customer engagement, and understanding why customers behave in certain ways. He was a fantastic and engaging speaker and a really competent and confident moderator, even with a topic not directly related to his current experience. I hope to and would be delighted to work with Simon in the future.

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Simon joined us a speaker at the Savant eCommerce conference in London in 2018. He had some disruptive ideas to present to our audience and inspired thought-provoking discussions. Simon is extremely knowledgeable in the realm of psychology and is an excellent speaker to get involved if you want to fascinate, intrigue and inspire your audience!

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For anyone looking for a deeper insight into behavior and why we act the way we do, I'd strongly encourage them to invite Simon. He, and the team, are engaging, energetic and passionate and continually help others discover new ways of understanding through challenging themselves to think out-of-the-box. The feedback we receive is consistently excellent and Simon and the team are now a mainstay of our most successful conferences

Knowing Yourself and Embracing Business Change and Transition Workshop

Many people have to face change in both their personal and business lives – which can be self chosen or imposed upon us. Whether we are coming back into work after a long break, we are joining a new company, taking up a new role, setting up a new business or we are exiting a long work career. Returning from maternity, forced redundancy, a career switch or retirement can often pose a significant psychological challenge to many people. Our identity and sense of self are very much attached to our current role – be that manager, parent, professional athlete. We can struggle significantly with high levels of stress, low confidence and self belief when our work and personal life changes. How can we undergo this process more smoothly, with confidence and a greater sense of self awareness and purpose? What traps and triggers do our brains lay for us that we can better understand and manage to create more positive experiences.

Workshop Aims

We hope that attendees will be encouraged, empowered, energised from the session. You will learn about your own personal values and needs and how that shapes what you value and what you find challenging in life. Practical tips to turn threat to opportunity and stress into challenge. How to engage and communicate with others more effectively. How we might rethink change to train our brains to think differently, to minimise the negative impact on our mental well-being and motivate ourselves for what comes next.

Our workshops have always received top feedback by attendees as both informative, honest and practical. The sessions will help inspire us moving forwards and equip us with psychological knowledge and techniques to achieve that positive growth and next step.

About the Facilitators

Katie Chapman
Ex Chelsea Captain and Lioness

Katie Chapman has had a very successful career as a player for Arsenal, Chelsea, 94 appearances for England and playing in the Champions League as well as SoccerAid. As a women in sport and as a mother, Katie has faced many challenges in her business life in terms of transition, change and career switch. As Captain for her club Katie has learned both how to self motivate and how to help motivate others and the dynamics of successful team integration and communication. Over her 26 year career as a professional footballer she has had to learn to deal with feedback, rejection and team politics. Katie will give us an honest account of how that felt, what she did and what she now might advise to anyone else going through similar changes.

Dr. Simon Moore
Chartered Business and Consumer Psychologist

Chartered Psychologist, Dr Simon Moore, has worked with organisations such as The BBC, HSBC, Aviva, Virgin Atlantic, Pfizer and Sony. Simon is an expert in human needs, engagement and self discovery. He will discuss the issues raised by Katie and bring in the psychology and neuroscience of change, identity and need fulfilment. He will discuss topics such as imposter syndrome, intrinsic and extrinsic triggers of self doubt and the negativity that social conformity can have on our state of well being.

Business Communication and Motivation Workshop

Juggling roles in life is hard – and often confusing. Psychologically it can be a great source of stress. Added to that is the need to keep motivated and to be able to communicate and manage our relationships with others. Understanding what drives us at a deep non conscious psychological level is key to understanding what makes us engaged, happy, satisfied as well as how those needs shape our communications with others. Each attendee will learn what are their core needs and what this means in relation to self motivation, stress and communication. They will also learn what other people are driven by and how we can use that information to be more mindful in recognising how we position our communication with others. How can knowing these needs help establish more constructive and less friction based communications with others?

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