



Michael's biography

Michael Solomon

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.

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.

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's talks

- **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.

Speakers Associates Ltd | +44 (0)1628 636600 | info@speakersassociates.com |
www.speakersassociates.com