



## Patrick Renvoise

**Author, speaker and co-founder and Chief Neuromarketing Officer at SalesBrain**

Patrick Renvoise is an award winning author, a co-founder and Chief Neuromarketing Officer at SalesBrain.

## Patrick's biography

### Patrick Renvoise's background

Patrick is the President and Chief Neuromarketing Officer of SalesBrain. SalesBrain is the first neuromarketing agency with a scientific persuasion model that helps companies achieve scientific growth, rapid growth and proven growth. SalesBrain increases marketing and [sales](#) performance by targeting the decision making part of your customer's brain with a unique, award-winning, science-based NeuroMap®.

Through his work using brain science, Patrick presents what happens in your customers' brain before they make a buying decision and what you should do to help them say "Yes". He has three passions in life: science, marketing and the [human brain](#). As a specialist in complex business development transactions, after two years of research he developed the first 100% science-based persuasion model NeuroMAP.

Patrick is an award winning author, speaker and co-founder and Chief Neuromarketing Officer at SalesBrain. He has three passions in life: science, [marketing](#) and the human brain.

After spending years as a specialist in complex [business development](#) transactions, he felt that the world was missing out on a scientific step by step model to explain how customers use their brain to make a buying decision. After two years of research he developed and co-authored the first 100% science-based persuasion model called NeuroMAP which was the first publication of its kind on Neuromarketing. This award winning methodology has been used for the last fourteen years, helping over six thousand companies worldwide to close more sales and has trained over one hundred thousand executives across

twenty four different nationalities.

Prior to co-founding SalesBrain Patrick was in charge of Business Development at Silicon Graphics and was Executive Director of Business Development at LinuxCare. Over the course of his career he has sold multi-million dollar super-computers to high profile companies including NASA, Boeing, Shell, Canon, BMW and Airbus.

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