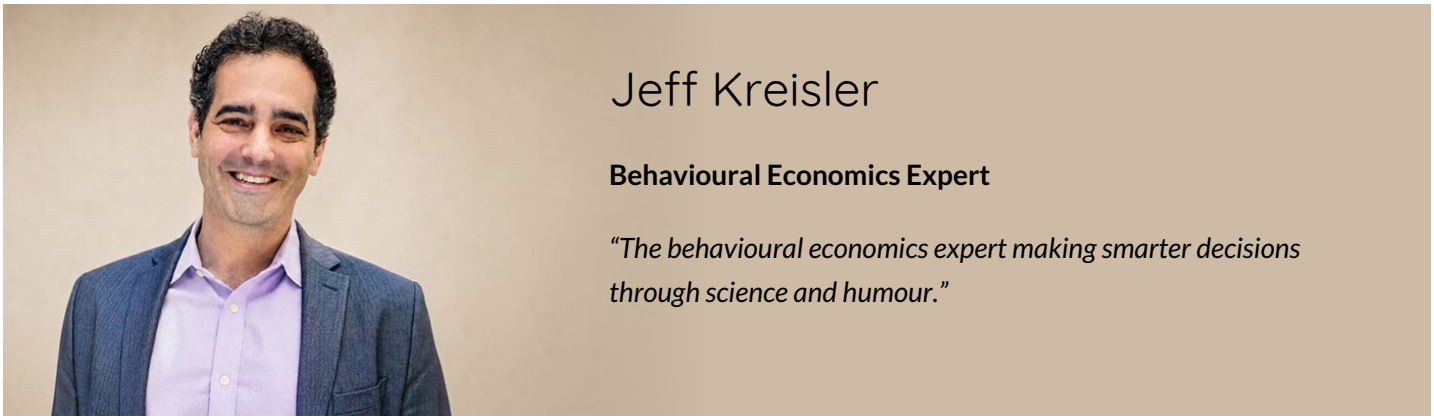

Jeff Kreisler

Behavioural Economics Expert

"The behavioural economics expert making smarter decisions through science and humour."

Jeff Kreisler is a globally recognised expert in behavioural economics, decision-making, and business strategy. A bestselling author, keynote speaker, and former lawyer turned comedian, Jeff combines cutting-edge behavioural science with humour to help organisations improve leadership, innovation, marketing, and customer engagement. His entertaining, evidence-based presentations reveal why people really make decisions—and how businesses can use those insights to drive better results.

LANGUAGES:

He presents in English.

IN DETAIL:

Jeff Kreisler is one of the world's leading speakers on behavioural economics, applying the science of human behaviour to business, leadership, finance, marketing, and organisational performance. As Head of Behavioural Science at J.P. Morgan Private Bank, Jeff helps clients and advisors understand how cognitive biases influence financial and business decisions. He is also a bestselling author and sought-after keynote speaker whose engaging presentations combine academic research with practical strategies that organisations can immediately apply. Jeff is the international bestselling co-author of Dollars and Sense: How We Misthink Money and How to Spend Smarter, written with renowned behavioural economist Dan Ariely, and author of Get Rich Cheating. His insights have appeared in The New York Times, The Wall Street Journal, Harvard Business Review, The Washington Post, CNBC, MSNBC, and CNN. Before specialising in behavioural science, Jeff enjoyed a successful career as an award-winning comedian, satirist, and lawyer, giving him a unique ability to make complex ideas accessible, memorable, and highly entertaining.

WHAT HE OFFERS YOU:

Jeff Kreisler equips organisations with practical behavioural science tools to improve decision-making, leadership, innovation, customer engagement, and financial performance. Through engaging stories, humour, and research-backed insights, this expert speaker helps audiences recognise cognitive biases, make smarter choices, and build more effective teams, products, and business strategies.

HOW HE PRESENTS:

Jeff is engaging, witty, and highly interactive. Combining behavioural science with storytelling and stand-up comedy, he delivers insightful presentations that entertain while providing audiences with practical ideas they can immediately apply in business and everyday life.