



Philip Barden

Behavioural Science and Marketing Expert

*"The behavioural science expert behind the bestselling book
Decoded: The Science Behind Why We Buy."*

Phil Barden is an internationally recognised behavioural science, branding and consumer psychology expert, author and keynote Speaker. Combining more than 25 years of senior marketing experience with scientific insights into human decision-making, Phil helps organisations understand what motivates customers, build stronger brands and turn consumer insight into measurable commercial growth.

LANGUAGES:

He presents in English

IN DETAIL:

As Managing Director of DECODE Marketing in the UK, Phil Barden specialises in applying behavioural science, neuroscience, cognitive psychology and behavioural economics to brand strategy and marketing effectiveness. His career includes senior international marketing roles at Unilever, Diageo and T-Mobile, where he developed a deep understanding of the commercial challenges facing global brands. One of his most notable achievements was helping shape T-Mobile's European brand positioning, including the celebrated Liverpool Street Station flash mob campaign. The campaign increased sales by 49%, demonstrating the commercial power of understanding what genuinely motivates consumers. Today, Phil advises businesses and marketing teams on consumer decision-making, brand positioning, customer loyalty and the effectiveness of advertising. As a Fellow of The Marketing Society, Phil combines scientific credibility with practical experience to help organisations make smarter marketing decisions.

WHAT HE OFFERS YOU:

Phil Barden equips organisations with evidence-based strategies to improve marketing effectiveness, strengthen brand positioning and influence consumer choice. Phil explains the psychology behind purchasing decisions, customer loyalty and brand preference, translating complex scientific research into practical commercial applications. His sessions help marketers, business leaders and creative teams turn deeper consumer understanding into more effective campaigns and measurable business results.

HOW HE PRESENTS:

Phil delivers engaging, thought-provoking presentations that combine scientific research, compelling case studies and practical marketing experience. He makes complex behavioural science accessible and commercially relevant, challenging audiences to rethink familiar assumptions and giving them actionable ideas to improve branding, customer engagement and marketing performance.

