Richard Shotton

Behavioural Science Expert

"The bestselling author making behavioural science practical for marketers and business leaders."

Richard Shotton is one of the world's leading experts on behavioural science and marketing effectiveness. A bestselling author, consultant, and keynote speaker, Richard helps organisations understand how people really make decisions and how brands can use behavioural insights to improve advertising, customer engagement, and commercial performance. His practical, evidence-based approach has made him a trusted adviser to marketers and business leaders worldwide.

TOPICS:

- Behavioural Science for Better Marketing
- The Behaviour Change Playbook for Pharma
- The Behavioural Science of Pricing and Promotions
- Using Behavioural Science to Encourage Sustainability
- Supercharge your AI with Behavioural Science

LANGUAGES:

He presents in English.

PUBLICATIONS:

2023 The Illusion of Choice

2018 The Choice Factory

IN DETAIL:

Richard Shotton is an internationally recognised authority on behavioural science, consumer psychology, and marketing effectiveness. As the founder of Astroten, a consultancy specialising in applying behavioural science to marketing, this highly sought-after speaker has worked with leading global brands, agencies, and organisations to improve communication, advertising, pricing, and customer behaviour. Richard is best known as the author of the bestselling book The Choice Factory, which distils decades of psychological research into practical lessons for marketers. He has also written The Illusion of Choice and regularly contributes insights to major industry publications and conferences. Combining rigorous research with real-world business application, Richard has become one of the most respected voices in modern marketing and behavioural science.

WHAT HE OFFERS YOU:

Richard Shotton helps organisations use behavioural science to improve marketing, customer engagement, pricing, communication, and commercial performance. Through practical frameworks and evidence-based insights, this expert speaker shows audiences how people really make decisions and how businesses can apply psychology ethically to create more effective brands, campaigns, and customer experiences.

HOW HE PRESENTS:

Richard is engaging, clear, and highly practical. Combining fascinating research, real-world case studies, and memorable experiments, he delivers insightful presentations that make behavioural science accessible, actionable, and immediately useful for business audiences.