Rory Sutherland

Behavioural Science Alchemist

"One of the most respected creative thinkers in the ad industry"

Rory Sutherland is the Vice Chairman of Ogilvy, which has allowed him to co-found a behavioural science practice within the agency. He works with a consulting practice of psychology graduates who look for 'unseen opportunities' in consumer behaviour which can have enormous effects on the decisions people make.

TOPICS:

- Consumer Behaviour and Trends
- Psychology of Selling
- Digital Marketing and Advertising
- New Ways of Branding
- How Behavioural Science Will Change The World
- How Ideas Are Created, Perceived, Consumed and Measured

LANGUAGES:

He presents in English.

PUBLICATIONS:

2023	On Brand Podcast with ALF & Rory Sutherland
2021	Transport for Humans: Are We Nearly There Yet?
2020	Alchemy: The Surprising Power of Ideas That Don't Make Sense
2019	Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life
2011	Rory Sutherland: The Wiki Man

IN DETAIL:

Although Rory's initial proposal for a system that would enable people to share Office documents over the emerging internet was met with rejection by Microsoft, he persevered and played a key role in establishing OgilvyOne, a specialised digital and direct agency within the organisation. Today, he continues to champion the concept of '360 Degree Branding,' emphasising the importance of maintaining a cohesive and integrated brand presence across all relevant media platforms. Furthermore, Rory is the visionary behind Nudgestock, a worldwide festival dedicated to exploring the realms of behavioural science. Additionally, he hosts the podcast On Brand, where he engages in conversations with notable figures in the media and marketing industries.

WHAT HE OFFERS YOU:

With his sharp wit and his insightful analysis, Rory uncovers the subtle biases and cognitive mechanisms that contribute to the triumph of irrationality in our decision-making.

HOW HE PRESENTS:

Rory explores the essence of branding, as well as examining the nature of creativity and the significance of persuasion compared to compulsion. He places special emphasis on understanding why people, sometimes make surprising or seemingly "incorrect" decisions.