

Baroness Susan Greenfield CBE

Expert on the Human Mind and Renowned Brain Researcher

"One of the most inspirational women in the world" Harpers & Queen

Baroness Susan Greenfield CBE, is a British scientist specialising in the physiology of the brain, Susan researches the impact of 21st century technologies on the mind, how the brain generates consciousness and novel approaches to neurodegenerative diseases such as Alzheimer's and Parkinson's.

TOPICS:

- Robots and Cyborgs: Threats or Opportunities?
- Developing Resilience in Difficult Times
- What Makes a True Leader?
- Insights from Neuroscience
- The Neuroscience of Pleasure and Fear
- The Challenge of Aging Well
- Latest Insights into Alzheimer's Disease

LANGUAGES:

She presents in English.

PUBLICATIONS:

2016	A Day in the Life of the Brain
2015	Mind Change
2011	You and Me: The Neuroscience of Identity
2009	ID: The Quest for Identity in the 21st Century
2004	Inside the Body: Fantastic Images from Beneath the Skin
2003	Tomorrow's People: How 21st Century Technology is Changing the Way We Think and Feel
2001	Brain Story: Unlocking your inner World of Emotions, Memories and Desires

IN DETAIL:

Baroness Greenfield took a DPhil in the Oxford University Department of Pharmacology and subsequently held research positions at the College de France, Paris and NYU Medical Centre. She has received 30 Honorary Degrees from British and foreign universities. Susan has been profiled in a wide range of papers and magazines, voted one of the 100 most influential women in Britain. She has been Forum Fellow at the World Economic Forum at Davos for the last ten years and has addressed the European Parliament on the impact of technology. In 2012, Susan became a Governor of The Florey Institute for Neuroscience and Mental Health and also started to support the IAB. In 2014, Susan was awarded an Honorary Doctorate at Middlesex University and in 2015, Susan was awarded the Honorary Life Member of Healed by Compassion.

WHAT SHE OFFERS YOU:

In her illuminating and lively presentations, Susan Greenfield illustrates how the massive growth of electronic media is fundamentally altering our brains and central nervous system and that while change is inevitable, companies must choose how to respond to that change. Susan Greenfield shares invaluable advice on leadership and the human mind and is immensely popular with audiences around the world.

HOW SHE PRESENTS:

Susan Greenfield is highly sought after for her innate ability to make science, technology and the human mind more accessible and comprehensive subjects. She breaks the mould and changes audiences' preconceptions by offering valuable information in a remarkably down to earth manner.