

Keynote speaker

Paul J. Zak, Scientist, entrepreneur and public speaker



Paul J. Zak's two decades of research have taken him from the Pentagon to Fortune 50 boardrooms and to the rain forest of Papua New Guinea. His ideas have been used by the World Bank to stimulate prosperity in developing countries and by businesses to enhance economic performance.

Paul J. Zak delivered a TED Talk titled "Trust, Morality—and Oxytocin?" in 2011 that has been viewed more than 1.4 million times.

Paul J. Zak discovered the neurologic mechanisms that enable cooperation and trust and was one of the first scientists to integrate neuroscience and economics into a new discipline: neuroeconomics. His research has identified the brain processes that support such virtuous behaviors as trustworthiness, generosity, and sacrifice, as well as those whose absence leads to evil, immorality, and conflict.

He is the founding Director of the Center for Neuroeconomics Studies and Professor of Economics, Psychology and Management at Claremont Graduate University, Claremont, USA. He has degrees in mathematics and economics from San Diego State University, a PhD in economics from University of Pennsylvania, and post-doctoral training in neuroimaging from Harvard.

He also serves as a senior advisor to Finsbury, a global leader in strategic communications, that advises many of the world's most successful companies.

Paul J. Zak's work has made substantial impact on our understanding of interpersonal trust, economic growth, oxytocin, empathy, and virtuous behaviors. His works have been cited over 14,000 times.