



Prof. Dr. Kai-Markus Müller

In which environment do customers feel comfortable? How can an expensive price suddenly appear to be cheap? Why do people buy from the competition? Which subconscious mechanisms lead to the purchase decision? Kai transports topics like these from theory to practice, combining learning and entertainment. Holding a professorship in consumer behavior at a distinguished German business school, Kai is an entrepreneur, internationally renowned expert for pricing psychology, sensory marketing, advertising impact, as well as translating findings from consumer behavior to the B2B context. Numerous media have reported on his striking findings in customer research, neuroscience, and product perception - including ZDF, Der Spiegel, FAZ, Süddeutsche Zeitung, RTL, SWR, Businessweek, and Forbes.



Client Keynotes – Selection

- Coca-Cola
- Adidas
- Roche
- Bayer
- BHB Baummarktkongress
- REWE
- Axel Springer
- Inhorgenta
- Cinema Congress CINEMA
- Investment Conference Schloss Elmau
- ... and many more (100+ keynotes)

Selection of topics

1. The buying brain and the 5 senses
2. Neuromarketing – Brain research optimizes marketing
3. The psychology of dynamic prices
4. How customers think about prices
5. Predicting customer behavior with brain scans
6. Music and flavors: Subconscious decision factors
7. Evolutionary psychology and the modern consumer
8. How physicians decide: Recalibrate your pharma strategy



Prof. Dr. Kai-Markus Mueller
CONSUMER NEUROSCIENTIST

Schillerstr. 21
71546 Aspach
Germany

+49 152 277 34 997
mail@kai-markus-mueller.com
www.kai-markus-mueller.com