

Buycology

Dr. Chris Gray

Founder/CEO, Buycology

www.buycology.com

Chris is the Founder and CEO of Buycology, a consumer psychology and retail strategy consultancy.

Chris has been a leading expert in the psychology of shopping for nearly two decades. In that time, he has interviewed, observed, and profiled thousands of shoppers to uncover the motivations that drive purchase behavior across a wide range of product categories.

Chris's fascination with shopping behavior began as a small-town kid growing up in his family's furniture store. After completing his doctorate in clinical psychology, he decided to pursue his passion for retail and began charting his own unconventional path in the marketing world, helping to build the foundations of strategic shopper marketing and shopper insights.

His expertise has helped many of the world's most admired brands apply real-world psychology to create game-changing retail experiences and innovation, including The North Face, Adidas, Coca-Cola, Nestle, Walmart, P&G, PepsiCo, Wendy's, Olive Garden, LG, Elizabeth Arden, and many others.