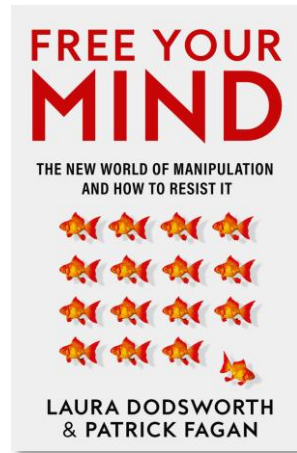


# Patrick Fagan – Chief Behavioural Scientist



Behavioural scientist with almost 15 years' experience 'turning minds into money': practically applying psychological science to achieving tangible commercial outcomes.

- Part-time lecturer at UCL, UAL, and Goldsmiths
- Co-author of academic research on topics ranging from Facebook psychology to facial expressions
- Co-founder of Capuchin Behavioural Science, Kubik Intelligence, and The Factory\_AI
- Author of the marketing psychology book #Hooked (Pearson), and co-author of Free Your Mind: The new world of manipulation and how to resist it (HarperCollins)
- Previously the lead psychologist at Cambridge Analytica
- Behavioural science consultant and researcher for multiple blue chip and brands and major political campaigns globally



Non-conscious methods

Implicit testing, facial coding, experimental paradigms, etc.



Behavioural models

Bespoke models and journey mapping for sustainable change



Proposition development

Psychodynamic analysis of qual research to find the 'Bernays egg'



Behavioural interventions

Development and testing of tactical 'nudges' and optimisation



Behavioural analytics

Turning big data into usable psychological insight

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# Meet Your BeSci Experts



**SONIA**  
Head of Behaviour Strategy



**PATRICK**  
Chief Behavioural Scientist



**VANJA**  
Chief Data Scientist



**RICARDO**  
Head of Statistics



**THOM**  
Head of Neuro Intelligence

# Understanding the Brain is Your Business

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