

Sonia Friedrich – Behavioural Science Strategist



Behavioural Science Strategists for 12+ years and trusted keynote speaker. Called a “Growth Hacker” and “Revenue Rockstar”. Consistent and unanimous feedback from Sonia’s events area that she is “Amazing”. “Enlightening”. “Inspiring.”. Working with Fortune 500 Companies and StartUps, innovators and businesses in crisis. Sonia empowers you, your team and your and business with behavioural science to make or save you money. Her success is applying BeSci with measured impact.

- Founder Sonia Friedrich Consulting and Welcome to Nudgeland
- Faculty member for KPMG Upside Founders Program
- Global keynote speaker: Nudgestock global, The Exchange Summit (Pfizer), The Now Fest, Women in Packaging, Dept of Industry Innovation and Science, Microsoft, SunRice, Astra Zeneca + more
- Creator of *Irrational Pricing Wins!* Her flagship intensive is now on line
- Previously worked for 20 years in Pharmaceutical marketing both client and agency side. Was the GM of Grey Healthcare Sydney
- Behavioural Science Consulting clients include The Dow Jones Group, NewsCorp, AstraZeneca, Abbvie and more

Irrational Pricing Wins!

Sonia Friedrich presents clear, practical and easy pricing solutions from behavioural science, that can make or save you, and your business money

For people who want to improve their pricing or profitability

- 1. Clear Thinking**
Transform how you think about pricing forever
- 2. Practical**
Learn how to apply more than 19 behavioural science insights to your pricing. Test, measure and prove what is good, better, and best for your business
- 3. Easy**
Sonia makes behavioural science easy. She bridges academic insights to share how you can apply behavioural economics and behavioural science to your pricing immediately

Invest in your business bottom line
Free handouts
+3 hours of empowering presentations

Continue



Keynote Speaker

Amaze and inspire your audience with tailored BeSci events



BeSci Wins!

Novel Behavioural science strategy. Optimise businesses and brands with measured impact



Irrational Pricing Wins!

Develop and test pricing nudges for increased profit. Upskill teams on how to apply and measure for success



Friction Free Wins!

Friction audit, sprints and mapping + nudge interventions to increase ROI. Cultural change.



Data Wins!

Turning big data into usable strategic and tactical insight. Dovetail into personalisation strategies

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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SONIA FRIEDRICH
CONSULTING