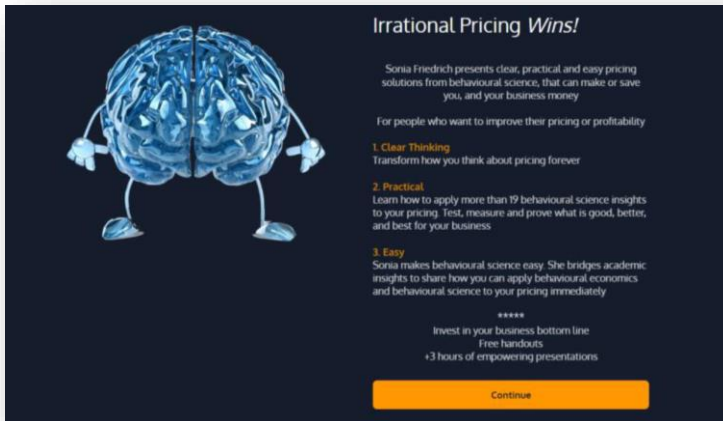


# Sonia Friedrich – Behavioural Science Strategist



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



## 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

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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

 e-mail Sonia for more:

[sonia@soniafriedrich.com](mailto:sonia@soniafriedrich.com)

SONIA FRIEDRICH  
CONSULTING