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## **PACO UNDERHILL**

Paco is the son of an American Diplomat. He grew up in Southeast Asia and Eastern Europe before returning to the USA for high school. He attended Columbia University and Ehwa University in Seoul, Korea before getting his undergraduate degree from Vassar College. As an adjunct instructor in the Doctorial program in Environmental Psychology at City University, he developed a way of using a motion picture camera to measure how people move, which turned into the roots of his research and consulting practice. He has spent the past 40 years as an inventor of tools to understand human behavior and predict the future.

*Paco Underhill: Global. Funny. Visionary.*

Founder and former CEO of EnviroSell Inc. for 34 years. Behavioral Research and Consulting firm. NYC based. Global Offices. Clients – 23 out of the Fortune 50 List. Testing prototype stores and bank branches in 47 countries. Expertise in the meeting of the physical and digital worlds. Stores, banks, airports, libraries, museums, shopping malls, offices, cruise ships, model homes, websites. Firm’s work profiled in *The New Yorker*, *Smithsonian Magazine* and others.

Simon & Schuster author of multiple global bestselling books including Why We Buy: The Science of Shopping published in 28 languages and used in design schools and MBA programs. New book: How We Eat: The Brave New World of Food and Beverages.

Columnist for Design: Retail, The Robin Report (Goldman Sachs – Intel Newsletter). Articles and Op-Eds for major magazines and newspapers.

Board of Advisor for Hakuhodo – Japanese Advertising Agency. First foreigner to serve in that role. Ten-year term. Board Member of General Shopping, the Brazilian Shopping Mall company. Three-year term. Board of Advisors, Smithsonian Institute. Three-year term. Board of Advisors to multiple tech start-ups, both domestic and offshore.

Keynote Speaker. 50 countries. Company gatherings, Trade Associations, Non-profits, Universities. Global tours for major tech companies. Topics include The Future of Communications, Emerging Market Mall Innovations, The Future of Caring, The Re-Invention of Clean, Dealing with a PostPan World, The Science of Shopping. Each presentation custom built for the specific audience. Experienced working with translators. Offering clinics and workshops.