

SUSAN GREENFIELD



One of the UK's leading experts on the Human Mind

Susan Greenfield, is a world-famous British brain scientist, writer, broadcaster and member of the House of Lords. Specialising in the physiology of the brain, Susan researches the impact of 21st century technologies on the mind, how the brain generates consciousness and novel approaches to neurodegenerative diseases such as Alzheimer's and Parkinson's.

Susan is one of the world's leading neuroscientists and has written a range of non-specialist books on issues relating to the mind and brain for the general reader. She appears regularly on radio and television and frequently gives talks to the public and private sector.

A former Director of the Royal Institution of Great Britain (the first woman to hold that position), Susan has been awarded 30 Honorary Degrees from British and foreign universities. Understanding the human mind and how it is evolving, bears relevance to audiences right across the public and private sector - from solving workforce issues, nurturing leadership and inspiring creativity, to understanding the consumers of the future.

In Susan's book, Mind Change, she discusses the all-pervading technologies that now surround us, and from which we derive instant information, connected identity, diminished privacy and exceptionally vivid here-and-now experiences. In her view they are creating a new environment, with vast implications, because our minds are physically adapting: being rewired. What could this mean, and how can we harness, rather than be harnessed by, our new technological milieu to create better alternatives and more meaningful lives? Using the very latest research (up to the end of 2013), Mind Change is intended to incite debate as well as yield the way forward. There is no better person to explain the situation in a way we can understand, and to offer new insights on how to improve our mental capacities and well being.

Susan Greenfield has delivered captivating talks and lectures for organisations across a wide variety of sectors including finance, technology, human resources, media and education. She has delivered talks for many organisations including McKinsey, Investec, Deutsche Bank, Barclays, Egon Zehnder International, CoreNet Global, KION Group, Pearlfisher and Newcastle University.

Topics (Selection):

- The future of the mind
- Consciousness: How the brain works
- The neuroscience of creativity
- Science, policy and politics
- Dementia: current and future prospects
- Women in science

Publications (Selection):

- You and Me: The Neuroscience of Identity, 2016
- A Day in the Life of the Brain: The Neuroscience of Consciousness from Dawn Till Dusk, 2016
- Mind Change, 2014
- ID: The Quest for Identity in the 21st Century, 2008
- Tomorrow's people: How 21st Century Technology is Changing the Way We Think and Feel, 2003
- Ego: The Neuroscience of the Self, 2001
- The Human Brain: A guided Tour, 1999