

Our original speaker, Kelly Peters is ill and unable to attend. Dr. O'Malley will be our speaker instead.

Speaker Information



Shannon O'Malley, PhD

Director BE Academy

Shannon earned her PhD in Cognitive Psychology at the University of Waterloo where she studied the role of attention and visual processing. She has held two post-doctoral positions, one at the University of Montreal and one at McMaster University, and has published her academic work in several top-tier scientific journals. At BEworks, Shannon applies her expertise in experiment design and advanced statistical analysis to evaluate solutions to various client challenges. So far, she has worked on projects in financial services, marketing, and transit, where she has combined the above approach with insights from the behavioral sciences to guide marketing initiatives.

What Shannon loves most about BEworks is designing and running experiments that measure behavior in the real world.



About BEworks:

BEworks is the world's leading firm in the science of behavior change. Co-founded by the field's leading experts, CEO Kelly Peters and Professors Dan Ariely and Nina Mazar, the firm distinguishes itself with its rigorous commitment to evidence-based insights and cutting-edge scientific methods. Its goal when it launched over a decade ago was the same as it is today: to serve as pioneers in the field of behavioral science. Carefully applied, this discipline can unlock consumer's needs, motivate teams with purpose, and empower leaders to drive with aspiration.

9/22/21