



Michael Solomon partners with marketers and leaders to help them understand the minds of today's consumers in our volatile economy. Nothing keeps business leaders up at night more than knowing how quickly their brand can be negatively impacted.

Michael "wrote the book" on understanding consumers. Literally. Hundreds of thousands of business students have learned about marketing from his books, including *Consumer Behavior: Buying, Having, and Being* – the most widely used book on the subject in the world.

Regardless of the size of a company, fully understanding consumer behavior is paramount to not only surviving in today's market, but also thriving. This is exactly why Michael is **THE** go-to expert when it comes to knowing the psychology of the buyer, he's been studying consumer behavior for decades, across all generations. He understands that today's buyer is NOT your cookie cutter consumer.

Michael's presentations provide a visual excursion into the minds of consumers and what influences them to buy. Michael's latest book, "*The New Chameleons: How to Connect with Consumers Who Defy Categorization*," recently won the NYC Big Book Award for the Marketing & Sales/PR category. The book stitches the trends of today to the future of consumerism in a way that is both provocative and inspiring.

The marketing guru Philip Kotler summed it up when he stated, "Solomon has the mind of a scientist and the writing flair of a journalist."

Michael advises global clients in leading industries such as apparel and footwear (Calvin Klein, Levi Strauss, Under Armour, Timberland), financial services and e-commerce (eBay, Progressive), CPG (Procter & Gamble, Campbell's), retailing (H&M), spo...

Testimonials

"I highly recommend Mike Solomon if you want your audience to be truly engaged as they learn about fresh, trend-setting consumer insights."

- Market Engagement Manager, Microsoft Advertising.

"The man is a scholar who is current and street-wise."

- Manager, Customer Satisfaction, Subaru of America.

Michael R Solomon

Speech Topics

- Social Media
- Sales
- Marketing
- Generations
- Customer Service
- Customer Experience

