Matthew Tullman, MS (Behavioral Neuropsychology), BS (Psychology)
Senior Director, Gold Behavioral Research TM

Matthew is a pioneer in applied behavioral science with over 20 years experience in consumer behavior insights research. He is focused in providing clients with best-in-class research design, in-context field execution, analysis and consulting. Matthew specializes in behavioral, neuroscience and implicit association methodologies used by clients such as Panera Bread, Google, Lidl, Hershey, Delta Airlines, McDonalds, The Coca-Cola Company and many other "blue chip" brands.

His research includes original studies of consumer emotion and behavior, visual attention & perception, digital UI/UX, real-world CX and decision modeling. He has published his work in prominent academic journals while his commentary and expert insights have appeared in numerous business and retail publications such as The Wall Street Journal, Forbes, Marketing Research Magazine, Progressive Grocer and Crain's New York Business.

Matthew is a frequent speaker at international conferences and institutions, where he shares the latest original research findings. His speaking engagements have included IIeX, Path-to-Purchase Expo, SIA and GlobalShop. Matthew holds a BS in Psychology from Syracuse University and an MS in Behavioral Neuropsychology from Dartmouth College.