



Evelyn Gosnell

MANAGING DIRECTOR AT IRRATIONAL LABS

Evelyn is the Managing Director at [Irrational Labs](#) and frequent speaker in behavioral economics and consumer psychology.

She is an expert in helping companies use the science of decision-making to better understand how real people think and behave, thereby creating better products and services for them. Evelyn leads Irrational Labs' [BE Bootcamp](#), an immersive training program for product leaders looking to use behavioral insights in product development. Evelyn is also the Head of Product Development and Behavioral Science at [Shapa](#), a health startup founded by behavioral scientist Dan Ariely.

Evelyn's work spans across a broad array of industries. She has launched major health initiatives with companies such as Aetna, developing and implementing behavioral training programs to be used at scale. She has worked with Google, Procter & Gamble, The World Bank, Maritz, AARP, CUNA Mutual, among others. She has spoken at Google Playtime, Charles Schwab, CCA, and is a frequent guest lecturer at UCSD's Rady School of Business.

Evelyn transitioned to the world of behavioral economics from a corporate background in Product Management and Marketing. She started her career at Christian Dior Parfums in Paris and subsequently worked in various product management, marketing, and sales roles in both France and the US.

Evelyn holds a B.A. in cultural anthropology from Duke University and graduated summa cum laude. She also completed a Master's degree in Marketing from the Institut d'Etudes Politiques in France. She speaks fluent French and Russian.