

Dr. Nikolaos Dimitriadis (MBA, PhD) has been applying neuroscience in business and education for over fifteen years. He is an award-winning communications professional, educator and consultant.

He is the co-author of the books “Neuroscience for Leaders: Practical Insights to Successfully Lead People and Organizations”, now in its 2nd edition and translated in several languages like Chinese, Japanese, Portuguese and others, and “Advanced Marketing Management: Principles, Skills and Tools”, both for Kogan Page London.

He spoke at TEDx University of Strathclyde for the urgent need for Brain-Based Communication, he is a certified neuromarketer and he lectured at the Neuromarketing Manager Program at Hamburg Media School.

He is a highly sought-after speaker and consultant, teaching regularly in MBA and corporate programs around the world. He was voted by the students the best lecturer at the MBA program of the Sheffield University Management School in the UK.

He has worked with major brands such as IKEA, IBM, JTI, Nestle, Johnson&Johnson, AstraZeneca, T-Mobile, Trivago, Pierre Fabre, Coca-Cola, Banca Intesa Sanpaolo, Microsoft, CISCO, SAP, VMware, Emirates NBD, Raiffeisen Bank, Societe Generale, Credit Agricole, Rauch, Teekanne, USAID, UNICEF and others.

Dr. Nikolaos Dimitriadis has studied more than 6,000 brains in 25 countries for neuromarketing, neuroHR and academic purposes.

In 2017 he co-founded a cutting-edge applied neuroscience startup, Trizma Neuro. Today, he is the Head of Neuro Consulting Services at Optimal HR Group, offering neuro-research, neuro-advisory and neuro-training services. He is also the Program Director of the MSc in Neuromarketing at the University of York European Campus, City College.

Dr. Dimitriadis is a strong advocate of brain-based solutions to business and social challenges.

#### **LinkedIn Articles:**

- What Does Your Brain Say About You?: <https://www.linkedin.com/pulse/what-does-your-brain-say-you-neuro-assessing-nikolaos-dimitriadis/>
- Neural Synchronization: How Bonding and Influence Work in the Brain: <https://www.linkedin.com/pulse/neural-synchronization-how-bonding-influence-work-dimitriadis/>
- Do We Live in the Matrix?: <https://www.linkedin.com/pulse/do-we-live-matrix-left-brains-great-deception-nikolaos-dimitriadis/>

#### **Youtube Videos:**

- On Empathy: <https://youtu.be/bsY2gY-zrlo>

- On the Human Brain and AI: <https://youtu.be/AvK5ooQIPnY>
- On the Need for A New Marketer: <https://youtu.be/QzdNR0oqQA4>
- On Neuro-tech and Business: <https://youtu.be/xMoZe1OrP3c>