

Dr. Brynn Wineberg's Biography

Dr. Brynn Winegard is an award-winning professor, speaker, and expert in business and brain sciences. Brynn completed her formal education in Neuroscience, Psychology, Marketing, and Strategy (HBS, MBA, PhD), coupled with over a decade in corporate marketing working for Pfizer Inc., Nestle Inc., and Johnson & Johnson Inc.

While Professor Winegard retains positions as Faculty at [Schulich School of Business](#), [DeGroot School of Business](#), and [University of Guelph](#), she has now dedicated herself to helping others through speaking about 'Building Better Business Brains' to groups, organizations and companies, stemming from her research, which intersects business and brainscience.

Dr. Brynn's clients are some of the world's top companies and organizations including Coca-Cola, Google, Toyota, Pfizer, Novartis, Royal Bank, TD Bank, Raymond James, Georgia-Pacific, Franklin Templeton, and hundreds more.

When Dr. Brynn isn't speaking, she is a regularly featured expert in television, radio, and print.

Dr. Brynn combines real-world experience with frontier research to deliver impactful programming that will be sure to please your audiences and elevate their daily business.

Dr. Brynn's Story

Brynn has had a lifelong obsession with the human brain and it's functioning - it is the lens through which she sees and interprets the world - and is most of what she actually talks about, if you ever come to meet her.

In a recent interview a reporter asked "Why the brain, Dr. Brynn? Why did you choose to focus on brainscience in business?" to which she blurted the response: "I didn't choose this - brainscience is who I am, who I've always been!"

From the tender age of two, Brynn's stated grown-up dreams were to 'change people's brains' by becoming a neurosurgeon. In pre-med, on her way to realizing these ambitions, young Brynn realized she didn't want to change people's brains from the 'outside in', but rather 'from the inside out' and commenced a decade-long formal research program (culminating in a few degrees) to combine her two practical and intellectual curiosities - brain sciences (neuroscience, psychology, behavior, biology, neuroendocrinology, cognitive sciences) and commerce.

Brynn says she finds it endlessly fascinating that all of us have a supercomputer between our ears that controls everything about us - all action, reaction, motivation, perception, personality, reality, destiny: she exclaims "Because of this I can't imagine NOT wanting to know everything possible about this organ!"

Driven by the facts that the human brain is still the most powerful supercomputer on the planet; none of us were born with a user manual for this amazing technology; and that there are many myths and misconceptions about 'the black box' of the brain that continue to circulate, today, Dr. Brynn can be found year-round on stages and screens all over the world departing frontier insights from brainscience in order that you can be better in all you do, personally and professionally.

Ultimately, Brynn wants to help YOU to use your own brain better so you can realize your full potential, at work, and in your everyday life.