



Paco Underhill

CEO, Envirosell Inc., Bestselling Author and Speaker

Paco Underhill is the founding president of Envirosell, the New York-based behavioral research and consultancy firm focused on commercial environments. His first book, *Why We Buy: The Science of Shopping* was an internationally recognized bestseller and has been published in 27 languages. *Call of the Mall: The Geography of Shopping* was released in 2004 and has been called a humorous walking tour of an American shopping mall. His columns and editorials have appeared in *The New York Times*, *Money Magazine*, *The Washington Post* and *The Wall Street Journal*, among others. Underhill is an expert on global consumer trends and is also the only foreigner to ever hold a position on the Board of Advisors at Hakuhodo—Japan’s second largest advertising agency.

A highly regarded speaker, Underhill has delivered keynote speeches at conferences, universities and corporations spanning the globe for over a decade. From buying behavior to consumerism in the modern world, Underhill’s “insightful” and “entertaining” presentations have been lauded worldwide. Packed with surprising details, anecdotes, important lessons and groundbreaking observations on shopping and corporate behavior, Underhill’s speeches give those in attendance a peek into the mind that set a new standard in the industry nearly 30 years ago, and who is the guiding visionary for Envirosell and its approach to research. Today, he is known as one of the era’s forefront shopping anthropologists, with offices in Tokyo, Milan, Moscow, Mexico City, São Paulo and New Delhi.

Paco has presented on such topics as *The Global State of Retail*; *The Science of Shopping*; *The State of Luxury Goods*; *Cross-Channel Convergence* (Online, Mobile Phone, Bricks-and-Mortar); *The Future of Travel*; *Retail Banking in the 21st Century*; *The Evolution of the Mobile Phone*; *Trends in Global Shopping Malls*; *The Future of Bread and Food Service*; *Getting to the Modern Airport*; *What Women Want*; and others.

Paco’s new book, *What Women Want* (Simon & Schuster 2010), focuses on how the changing status of women affects the physical world we live in.



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