BIO

Leslie K. John is a Professor of Business Administration at Harvard Business School. She teaches on the topics of Decision Making, Marketing, Negotiation, and Behavioral Economics in various Executive Education courses, including in the Program for Leadership Development. She has also taught extensively in both the required and elective MBA curricula.

Professor John is a behavioral scientist who specializes in how people make decisions, and the wisdom or error of those decisions. She is known for her pioneering work in privacy decision-making, identifying what drives people to share or withhold personal information, as well as their reactions to firms' and employers' use of their personal data. She devises interventions to help firms and consumers alike realize the benefits of the availability of data. In another line of research, Professor John studies health decision-making, devising psychologically-informed interventions to help people make healthier choices.

Her award-winning work has been published in leading journals including *Harvard Business Review*, *Proceedings of the National Academy of Sciences, Psychological Science, Management Science, The Journal of Marketing Research, and the Journal of the American Medical Association*. Her work has also been featured in media outlets including *the New York Times, The Wall Street Journal, Financial Times, Forbes, The Globe and Mail, and Time Magazine*. She has received numerous awards, including from the Association for Psychological Science and the Marketing Science Institute; and was named a Wired Innovation Fellow.

Professor John holds a Ph.D. in behavioral decision research from Carnegie Mellon University, where she also earned an M.Sc. in psychology and behavioral decision research. She completed her Bachelor's degree in psychology at the University of Waterloo in Canada. She has also worked in marketing and regularly lends her expertise in a variety of ad hoc consulting engagements, including Fortune 500 firms such as Goldman Sachs, JP Morgan Chase, PepsiCo, and GlaxoSmithKline.