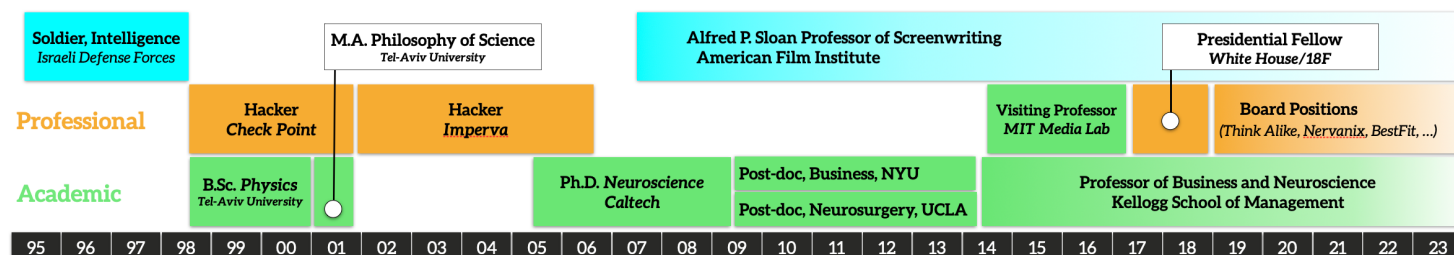


Moran Cerf

Kellogg School of Management | American Film Institute

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Moran Cerf is a professor of neuroscience and business.

In his work, Prof. Cerf helps individuals and businesses harness current knowledge on the brain to improve their thinking, leadership, personal development, decision-making and customer engagement.

Broadly, his academic research uses methods from neuroscience to understand the underlying mechanisms of our psychology, behavior changes, emotion, decisions and dreams. Specifically, his research focuses on identifying what makes content engaging and how to create narratives that capture our attention.

In his acclaimed work, Prof. Cerf studies patients undergoing brain-surgery by recording the activity of individual nerve cells using electrodes implanted in the patient's brain. Using this method, Prof. Cerf addresses questions such as: "How are conscious percepts formed in our brain?", "How can we control our emotions?" and "How can we make content that is engaging for the brain?"

Prof. Cerf holds a Ph.D in neuroscience (Caltech), an MA in Philosophy and a B.Sc in Physics (Tel-Aviv University). He has taught marketing and leaderships at NYU and the Kellogg School of Management.

He has mentored over 50 students, holds multiple patents, and has published over 70 academic papers in journals such as Nature and Journal of Neuroscience, as well as popular science journals such as Scientific American Mind, Wired, New Scientist and more. Additionally, his research has been portrayed in numerous media and cultural outlets such as CNN, BBC, Bloomberg, NPR, Time, MSNBC, Netflix Explained, PBS Nova, and dozens of others. He has been featured in venues such as the Venice Art Biennial and China's Art, Science and Technology association, and has contributed to magazines such as Forbes, The Atlantic, Inc., and others. He has made much of his research accessible to the public via his public at PopTech, TED, TEDx ('most TEDx talks worldwide'), Google Zeitgeist, DLD, etc., gathering millions of views and a large following.

Cerf is the beneficiary of several awards and grants, including the Instructional Improvement Grant and the prestigious President scholarship for excellence. He was recently named one of the "40 leading professors below 40".

Prior to his academic career, Dr. Cerf spent nearly a decade in industry, holding positions in cyber-security (as a hacker), pharmaceutical, telecom, fashion, software development, and innovations research. Currently, Prof. Cerf is on the board of a number of neuro-tech companies (Nervanix, VR Americas, Best Fit) and the Co-founder of ThinkAlike. He is also the founder of the non-profit B-Cube which applies neuroscience to help society. He consulted to companies such as Ferrari, Viacom, TransUnion, Nielsen, Founders Pledge, and to the U.S. Government.

In line with his research on engagement, Prof. Cerf is a 4 times U.S. National story-telling champion (at the 'Moth' story-telling competition) and a regular consultant to Hollywood films and TV shows (CBS' "Bull", "Limitless"; USA Network's "Falling Water", and more). Cerf holds the Alfred P. Sloan chair at the American Film Institute (AFI), where he teaches an annual screenwriting class.

Employment	<ul style="list-style-type: none"> 2017-present: Associate Professor of <i>Neuroscience and Business</i>, Kellogg School of Management, Northwestern University
Affiliations	<ul style="list-style-type: none"> 2007-present: <i>Alfred P. Sloan</i> screenwriting professor, American Film Institute 2013-present: Center for Complexity, Northwestern University 2018-present: Visiting professor, Center for Advanced Hindsight, Duke 2013-2018: Department of Neurosurgery, NorthShore Medical Center, LIJ 2018: Visiting professor, Smurfit Business School, University College of Dublin 2016: Visiting professor, MIT Media Lab, MIT 2013-2017: Assistant professor, Kellogg School of Management 2013: Visiting professor, Recanati School of Business, Tel-Aviv University 2013: Visiting professor, Stern School of Business, NYU 2010-2013: Post-doctoral scholar, Stern School of Business, NYU 2009-2011: Post-doctoral scholar, Department of Neurosurgery, UCLA
Education	<ul style="list-style-type: none"> 2005-2010: Ph.D., Neuroscience, California Institute of Technology 2001: M.A., Philosophy of Science, Tel-Aviv University 1998-2000: B.Sc., Physics, Tel-Aviv University
Business experience	<ul style="list-style-type: none"> 2016-present: Board member, <i>X-Trodes, AnyVerse, IO, Aladdin Dreamer, Oscillations, EXPLO School, VR Americas</i> 2017-present: Founder, B³ (Brain, Behavior, Business) 2016-present: Scientific advisor: "Limitless" (CBS), "Bull" (CBS), "Falling Water" (USA Network) 2017: Teacher, Noble Academy High School, Chicago Public Schools (<i>volunteer</i>) 2016-2018: Presidential Innovation Fellow, White House USDS/18F 2013-present: Co-founder, ThinkAlike 1998-2005: Hacker 1995-1998: Intelligence (soldier), Israeli Defense Forces

Selected consulting projects

<ul style="list-style-type: none"> Automotive Ferrari Finance TransUnion, Citi, JP Morgan, Balderton, Deutsche Bank Tech Cisco, Lyft, Microsoft (AKQA) Policy Nuclear Threats Initiative, United States Digital Service 	<ul style="list-style-type: none"> Learning SS&C, China Ministry of Education, EXPLO Marketing Hershey, Coca Cola, Wrigley, Mane Research Nielsen, Ipsos, Milward Brown, Edelman, R/GA Agriculture AGVisorPro 	<ul style="list-style-type: none"> Entertainment Viacom, Cirque du Soleil, XIX, DreamWorks Legal Mintz, Levin, Cohn, Ferris, Glovsky and Popeo Charity Founder's Pledge, Tablora Sports RedBull
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Selected angel investments

- **Blockchain:** Kraken
- **Climate:** Bench, OneFive, Skyfri, Universe Energy, EV Biotech, ecoLocked, Paebbl, Normative, Mellizyme, Climate-X, Cling Systems, Rebel Tech, Plentify
- **Neuro:** X-Trodes, BestFit, Nervanix
- **Entertainment:** Foundation

Professional services

- 2016-present: **Host and Co-Curator**, PopTech (*selected by Forbes as #1 conference in the world in 2018*)
- 2010-present: **Co-Founder**, Human Intracranial Research Foundation
- 2021: Conference Program Committee, Association for Consumer Research (ACR)
- 2018-present: Brain Trust Member, Chicago Ideas
- 2018-2020: Advisory Board, Chicago AI
- 2018: **Chair**, Network Theory Workshop, Northwestern University
- 2013-2017: **Director of Neuroscience Workgroup**, Center for Complexity, Northwestern University
- 2016: **Chair**, Neuro-Marketing Science and Business Association (NMBSA)
- 2015: **Co-Chair**, Program Committee, Society for Affective Science
- 2014: **Chicago Councilor**, Society for Neuroscience
- 2012: **U.S. director**, Israel Brain Technologies (IBT)

Selected awards

- 2021: Academy of Management “Most Influential Article in 2020” (*for “Shane et al., J. of Bus Vent, 2020”*)
- 2020: Selected as the [U7+](#) Northwestern University representative
- 2020: Most Cited Article in 2019 (*for “Herero et al., J. Neurophysiology, 2019”*)
- 2019: DIA Community “Greatest Strategic Impact” (*with BestFit*)
- 2019: Finalist for the “Summit” Fellows 2019 cohort
- 2018, 2019: Finalist for the “Mind, Science Foundation” Consciousness Research Award
- 2018: Nominated for the “Henry Crown Fellowship” by the Aspen Institute
- 2018: Recipient of the ‘Chicagoan’ award by the City of Chicago ‘Connect-Inspire-Grow’
- 2018: Selected as the ‘Association of National Advertisers’ Education Foundation Visiting Professor
- 2018: Selected as “most relevant publications in 2017” by the *Neuro-Marketing Science and Business Association*
- 2017: Selected as the Oklahoma University Price College of Business’ “Distinguished Speaker”
- 2016: Selected for the “40 best professors below 40” list of “Poets and Quants”
- 2015: Named 2015 Searle Fellow, Northwestern Center for Advancing Learning and Teaching
- 2014: Profiled for *Excellence in Research* at Northwestern University annual research report
- 2014: Nominated, *Thomas A. Edison Marketing Award*, Edison Awards

Teaching

- 2022: Fundamentals of Neuroscience: Cognitive Neuroscience. *Kellogg School of Management. Northwestern*
- 2019: Blockchain Applications in Business. (*executive education*) *Kellogg School of Management. Northwestern*
- 2018: Using Neuroscience in Business. (*executive education*) *Kellogg School of Management. Northwestern (score: 9.83 / 10)*
- 2014-2018: Marketing Management. *Kellogg School of Management. Northwestern (score: 4.2-4.92 / 5; 5.1-5.2 / 6)*
- 2013: Consumer Neuroscience. *Stern School of Business. NYU (score: 6.6 / 7)*
- 2012: Neuroscience experiments design/analysis. *Stern School of Business, NYU*
- 2007-2009: Introduction to Neuroscience. *Neuroscience, Caltech*

Grants

- 2022: Microsoft “Founder” Development Grant (*with Nervanix*) (\$5,000)
- 2021: Tamer Center Climate Change and Business Program Grant (\$80,000)
- 2020: Carnegie Foundation Grant (\$500,000)
- 2020: Carnegie Foundation Seed funding (*Nuclear Threats Initiative*) (\$2,000)
- 2020: Amazon DeepLens Education Grant (\$500)
- 2019: Amazon Research Grant (\$30,000)
- 2019: Microsoft AI for Accessibility Challenge (*with AKQA*) (*support received in: Azure services, utilities*) (\$1,250,000)
- 2015, 2016: McManus Chair Research Award (\$80,000)
- 2016: ACR Conference Grant (\$1,000)
- 2016: Templeton Foundation “Extraordinary Minds” Award (\$10,000)
- 2016: Northwestern Institute for Complexity Seed Award (\$10,000)
- 2015: NSF Equipment Grant (EEG) (\$20,000)
- 2012-2013: Instructional Improvement Grant, for development of novel teaching methods (\$40,000)
- 2009-2012: NIH/Institute of Drug Abuse, “The Neural Correlates of Effective Messages” (*supported by the grant*) (\$1,100,000)

Publications

Journal Papers (*✎ denotes shared first authors*)

1. Sandra Matz, Ryan Hyon, Elisa C. Baek, Carolyn Parkinson, **Moran Cerf** (2022), “Personality similarity predicts synchronous neural responses in fMRI and EEG data” *Scientific Reports*
2. Gan Wang, **Moran Cerf** (2022), “Brain-Computer Interface using neural network and temporal-spectral features” *Frontiers in Neuroinformatics*
3. Kristen Duke, Wendy Liu, Evan Weingarten, Rebecca W. Hamilton, On Amir, Gil Appel, **Moran Cerf**, Joseph K. Goodman, Andrea C. Morales, Ed O’Brien, Jordi Quoidbach, Monic Sun (2022), “Why don’t Consumers Choose the Experiences they Will Enjoy Most? Insights from the Two-Dimensional Experiential Space (TDES) Model” *Journal of Consumer Psychology*
4. Gan Wang, **Moran Cerf** (2022), “Brain-Computer Interface using temporal-spectral features and neural network classifier” *TechRxiv*
5. Brandon Freiberg, **Moran Cerf** (2021), “Single neuron evidence of inattention blindness in humans” *Neuropsychologia*
6. Leonard L. Sokol, Sarah R. Jordan, Allison J. Applebaum, Joshua M. Hauser, Jodi Forlizzi, **Moran Cerf**, Hillary D. Lum (2020) “Social media perceptions of legacy-making: a qualitative analysis” *Palliative Medicine Reports*
7. Sebastiano Massaro, Will Drover, Keith M. Hmieleski, **Moran Cerf** (2020), “Using functional neuroimaging to advance entrepreneurial cognitive research” *Journal of Small Business Management*
8. Leonard L. Sokol, Joshua M. Hauser, Hillary D. Lum, Jodi Forlizzi, **Moran Cerf**, Fan Z. Caprio, Michael J. Young (2020), “Goal-concordant care in the era of advanced stroke therapies” *Journal of Palliative Medicine*
9. Leonard L. Sokol, Hillary D. Lum, Claire J. Creutzfeldt, David Cella, Jodi Forlizzi, **Moran Cerf**, Joshua M. Hauser, Benzi M. Kluger (2020), “Meaning and dignity therapies for psycho-neurology in neuropalliative care: a vision for the future” *Journal of Palliative Medicine*

10. **Moran Cerf**, Sandra Matz, Aviram Berg (2020), “Using Blockchain in Decision-Making that Benefits the Public Good” *Frontiers in Blockchain*
11. Leonard L. Sokol, Michael J. Young, Jack Paparian, Benzi M. Kluger, Hillary D. Lum, Jessica Besbris, Neha M. Kramer, Anthony E. Lang, Alberto J. Espay, Ornella M. Dubaz, Janis M. Miyasaki, Daniel D. Matlock, Tanya Simuni, **Moran Cerf** (2019), “Advance Care Planning in Parkinson’s disease: Ethical Challenges and Future Directions” *Nature Parkinson’s Disease*
12. Jon Levy[✉], Devin Markell, **Moran Cerf**[✉] (2019), “Polar Similar: using massive mobile dating data to predict synchronization and alignment in dating preferences” *Frontiers in Psychology: Personality and Social Psychology*
13. Scott Shane, Will Drover, David Clingsmith, **Moran Cerf** (2019), “Founder passion, neural engagement and informal investor interest in startup pitches: an fMRI study” *Journal of Business Venturing* (Featured in [Wealth Professionals](#), [Business Insider](#); **Most influential article, AOM 2020**)
14. Rubi Hammer, **Moran Cerf** (2019), “Risk Assessment Under Perceptual Ambiguity and its Impact on Category Learning and Decision-Making” *PsyArXiv*
15. Jose L. Herrero, Simon Khuvis, Erin K. Yeagle, **Moran Cerf**, Ashesh D. Mehta (2018), “Breathing above the Brainstem: Volitional Control and Attentional Modulation in humans” *Journal of Neurophysiology* (Featured in [Quartz](#); **Most cited article, Journal of Neurophysiology 2019**)
16. Samuel Barnett, **Moran Cerf** (2017), “A Ticket for Your Thoughts: Method for Predicting Content Recall and Sales Using Neural Similarity of Moviegoers” *Journal of Consumer Research* (Featured in [New York Post](#), [Inverse](#), [Business Insider](#), [Quartz](#), [Digital Trends](#), [Phys.org](#), [IMDb](#) and over 100 more outlets)
17. Florian Mormann, Simon J. Kornblith, **Moran Cerf**, Matias J. Ison, Alexander Kraskov, Michelle Tran, Simeon Knieling, Rodrigo Quian Quiroga, Christof Koch, and Itzhak Fried (2017), “Scene-selective coding by single neurons in the human parahippocampal cortex” *Proceedings of the National Academy of Sciences (PNAS)*
18. Avital Mentovich, Aziz Huq, **Moran Cerf** (2015), “The psychology of corporate rights” *Journal of Law and Human Behavior* (Featured in [Slate](#))
19. **Moran Cerf**, Eric Greenleaf, Tom Meyvis, Vicki Morwitz (2014), “Using Single-Neuron Recording in Marketing: Opportunities, Challenges, and an Application to Fear Enhancement in Communication” *Journal of Marketing Research* (Featured in [Kellogg Insight](#))
20. **Moran Cerf**, Michael MacKay, Christof Koch (2012), “Evidence for two distinct mechanisms directing gaze in natural scenes” *Journal of Vision*
21. Elina Birmingham, **Moran Cerf**, Ralph Adolphs (2011), “Comparing social attention in autism and amygdala lesions: effects of stimulus and task condition” *Social Neuroscience*
22. Florian Mormann, Julian Dubois, Simon Kornblith, Milica Milsavljevic, **Moran Cerf**, Matias Ison, Naotsugu Tsuchiya, Alexander Kraskov, Rodrigo Quian Quiroga, Ralph Adolphs, Itzhak Fried, Christof Koch (2011), “A category-specific response to animals in the right human amygdala” *Nature Neuroscience* (Featured in [Wired](#))
23. Matias Ison, Florian Mormann, **Moran Cerf**, Christof Koch, Itzhak Fried, Rodrigo Quian Quiroga (2011), “Selectivity of Pyramidal cells and interneurons in the human medial temporal lobe” *Journal of Neurophysiology*
24. **Moran Cerf**, Nikhil Thiruvengadam, Florian Mormann, Alexander Kraskov, Rodrigo Quian Quiroga, Christof Koch, Itzhak Fried (2010), “On-line, voluntary control of human temporal lobe neurons” *Nature* (Featured in over 2,000 outlets, including [NY Times](#), [NPR](#), [Time](#), [BBC](#), [The Scientist](#), and more. Post-reviewed rating by ‘Faculty of 1000’: ‘Exceptional’)
25. Carlos Pedreira, Florian Mormann, Alexander Kraskov, **Moran Cerf**, Itzhak Fried, Christof Koch, Rodrigo Quian Quiroga (2010), “Responses of human medial temporal lobe neurons are modulated by stimulus repetition” *Journal of Neurophysiology*
26. **Moran Cerf**, Paxon Frady, Christof Koch (2009), “Faces and text attract gaze independent of the task: Experimental data and computer model” *Journal of Vision*
27. Florian Mormann, Simon Kornblith, Rodrigo Quian Quiroga, Alexander Kraskov, **Moran Cerf**, Itzhak Fried, Christof Koch (2008), “Latency and selectivity of single neurons indicate hierarchical processing in the human medial temporal lobe” *Journal of Neuroscience*
28. Milica Milosavljevic[✉], **Moran Cerf**[✉] (2008), “What matters is attention not intention: Insights from computational neuroscience of vision” *International Journal of Advertising* (Featured in [CNN](#) and [FastCompany](#))
29. Wolfgang Einhäuser, Frank Schumann, Johannes Vockeroth, Klaus Bartl, **Moran Cerf**, Jonathan Harel, Erich Schneider, Peter König (2008), “Distinct roles for eye and head movements in selecting salient image parts during natural exploration” *Annals. of the New York Academy of Sciences*
30. **Moran Cerf**, Jonathan Harel, Alex Huth, Christof Koch (2008), “Decoding what people see from where they look: Predicting visual stimuli from scanpaths” *Lecture Notes in Artificial Intelligence (LNAI)*
31. **Moran Cerf**, Dan R. Cleary, Rob J. Peters, Wolfgang Einhäuser, Christof Koch (2007), “Observers are consistent when rating image conspicuity” *Vision Research*
32. **Moran Cerf**, Jonathan Harel, Wolfgang Einhäuser, Christof Koch (2007), “Predicting human gaze using low-level saliency combined with face detection” *Advances in Neural Information Processing Systems (NIPS)*

Review Papers

33. **Moran Cerf** (2018), “Blue Dreams — The science and the story of the drugs that changed our minds” *Cerebrum*
34. **Moran Cerf**, Samuel Barnett (2014), “Epilepsy — eavesdropping on the conversations of rebellious neurons” *Journal of Neurology and Neurophysiology*
35. **Moran Cerf** (2012), “Known Unknowns: Ignorance — How it drives science” *Science*

Peer-Reviewed Proceedings

36. Sebastiano Massaro, Will Drover, **Moran Cerf** (2020), “Founder gender and investor pitch assessments: an fMRI multivariate pattern analysis investigation” *Academy of Management (AOM)*
37. Samuel Barnett, Chris Rose, Aaron Robinson, Andrés Campero, Ronen Zilberman, **Moran Cerf** (2018), “Trust the polls? Neural and recall responses provide alternative predictors of political outcomes” *Advances in Consumer Research*
38. Samuel Barnett, **Moran Cerf** (2017), “Few and far between: identifying measures of advertising visuals that correlate with neural engagement and sales” *Advances in Consumer Research*
39. Will Drover, Sebastiano Massaro, **Moran Cerf**, Lowell Busenitz (2017), “Neuro-Entrepreneurship” *Academy of Management*
40. Samuel Barnett, Hope White, **Moran Cerf** (2016), “Keep it simple, stimuli: brain-vetted elements of movie trailers predict opening weekend ticket sales” *Advances in Consumer Research*
41. Samuel Barnett, **Moran Cerf** (2015), “Connecting on movie night? neural measures of engagement differ by gender” *Advances in Consumer Research*
42. Guy Hoffman, **Moran Cerf** (2015), “The dark sides of robot social awareness” *IEEE CIS Newsletter of the Autonomous Mental Development Technical Committee*
43. Wolfgang Einhäuser, Frank Schumann, Johannes Vockeroth, Klaus Bartl, **Moran Cerf**, Jonathan Harel, Christof Koch, Erich Schneider, Peter König (2008), “True and spurious face detections attract attention during free exploration” *Proceedings of the International Workshop on Attention and Performance in Computational Vision (WAPCV)*
44. **Moran Cerf**, E. Paxon Frady, Christof Koch (2008), “Using semantic content as cues for better scanpath prediction” *Proceedings of the symposium on Eye tracking research & applications (ETRA)*

Book Chapters

45. **Moran Cerf**, Sandra Matz (2022), “Psychology of Technology: where the future might take us” *Psychology of Technology*, Editor: Sandra Matz, Publisher: American Psychological Association
46. **Moran Cerf** (2019), “Using neuroscience to assess brands” *Branding in a Hyper-connected world*, Editors: Alice Tybout, Tim Calkins, Publisher: Wiley
47. Sandra Matz, Guy Rolnik, **Moran Cerf** (2018), “Solutions to the Threats of Digital Monopolies” *Digital Platforms and Concentration*, Editor: Guy Rolnik, Publisher: University of Chicago Press
48. Avital Mentovich, **Moran Cerf** (2014), “A psychological perspective on punishing corporate entities” *Regulating Corporate Criminal Liability*, Editors: Dominik Brodowski, Manuel Espinoza, Publisher: Elsevier
49. **Moran Cerf**, Hagar Gelbard-Sagiv, Itzhak Fried (2013), “Studying thoughts and deliberations using single-neuron recordings in humans” *Single neuron studies of the human brain*, Editors: Itzhak Fried, Moran Cerf, Ueli Rutishauser, Gabriel Kreiman, Publisher: MIT Press
50. Ueli Rutishauser, **Moran Cerf**, Gabriel Kreiman (2013), “Data analysis techniques for human microwire recordings: spike detection and sorting, decoding, relation between units and local field potentials” *Single neuron studies of the human brain*, Editors: Itzhak Fried, Moran Cerf, Ueli Rutishauser, Gabriel Kreiman, Publisher: MIT Press
51. **Moran Cerf**, Michael Mackay (2011), “Studying consciousness using direct recording from single neurons in the human brain” *Research and Perspective in Neuroscience*, Editors Stanislas Dehaene and Yves Christien. Publisher: Springer
52. **Moran Cerf** (2011), “Projecting thoughts to an external display using single-neuron recordings in the human brain” *Seeing with Eyes closed*, Editors: Ivana Franke and Ida Momennejad. Association of Neuroesthetics

Books

53. **Moran Cerf**, Manuel Garcia Garcia (2017), “Consumer Neuroscience” *MIT Press*
54. **Moran Cerf**, Robert Wolcott (2017), “Foresight” *Northwestern University Press*
55. Itzhak Fried, **Moran Cerf** and Gabriel Kreiman (2014), “*Single neuron studies of the human brain*” *MIT Press*
56. **Moran Cerf** (2009), “Competition and Attention in the human brain” *Lambert Press*

Publications in Preparation/Review

57. **Moran Cerf**, Eric Greenleaf, Vicki Morwitz, Tom Meyvis, “Visual distractions as a measure of engagement in moving images
58. Heinrich Peters, Sandra Matz, **Moran Cerf** “Sensory substitution can improve decision-making”
59. **Moran Cerf**, Sandra Matz, Malcolm MacIver “Successful betting in a climate prediction market can increase concern about global warming” *Nature Climate Change* ([revise and resubmit, round 1, Nature Climate Change](#))
60. **Moran Cerf**, Craig Weiss, Andrea S. Cuamatzi-Castelan, Christopher L. Drake “Inducing conscious control over dream content using neural stimulation”
61. **Moran Cerf**, Matejas Mackin, Jenny Copper “Predicting YouTube Ad Leaderboard using neural measures of engagement” ([revise and resubmit, round 1, Journal of Consumer Research](#))
62. Si Ma, **Moran Cerf**, “Risk Assessment Under Perceptual Ambiguity and its Impact on Category Learning and Decision-Making” ([revise and resubmit, round 1, Humanities and Social Sciences Communications](#))
63. **Moran Cerf**, “Dream marketing: a method for marketing communication during sleep and dreams”
64. **Moran Cerf**, Aviram Berg, Miguel Brendl, “A novel method for improving marketing decision-making using sensory substitution” *Journal of Marketing*
65. **Moran Cerf**, Joseph Van Harken, Adam Hall “Using artificial intelligence and machine learning to scale the application of neuro-analytics in the content design process” *Interservice/Industry Training Simulation and Education Conference*
66. Samuel Barnett, Robin Nusslock, **Moran Cerf**, “Suppression of Posterior Alpha Oscillations Reflects Enhanced Attention to Movie Trailers”

67. Samuel B. Barnett, Klaydia Zemlianova, Xiao Xiao, **Moran Cerf**, “Sharing Notes: Neural Similarity During Musical Performances Varies by Consumer Expertise and Format”
68. Pantelis Loupos, Alexander Nathan, **Moran Cerf**, “The Power of Social Networks in Predicting Customer Behavior During Early Usage Stages”
69. Alexander Nathan, Pantelis Loupos, Noshir Contractor, Moran Cerf, “Predicting Network Structure Virality in Mobile Financial Applications”

Research in progress

70. **Moran Cerf**, Ralph Adolphs, “Single neuron correlates of emotions regulation in humans”
71. Liu Liu, **Moran Cerf**, Diego Klabjan, “Self-Control: What do Athletic Pros have that makes them Pros?”
72. Avital Mentovich, Aziz Huq, **Moran Cerf**, “Beliefs in Supreme Court Legitimacy Change with the Alteration of Associations about Justice”

Non-Academic Publications [*peer-reviewed*]

Patents	<ul style="list-style-type: none"> Adam Hall, Stephen Kenton, Joseph van Harken, Moran Cerf (2021), “Applying neuro-metrics to the development of learning solutions” <i>U.S. Patent application no. 17193931</i> Samuel Barnett, Moran Cerf (2015), “Method for measuring engagement” <i>U.S. Patent no. US20150206174A1</i> Josh Shachar, Thomas Chen, Leslie Farkas, Winston Wu, Kyle Zimmerman, Moran Cerf, Bruce Marx, David Johnson, Laszlo Farkas (2010), “Brain retractor apparatus for measuring and predicting electrophysiological parameters” <i>U.S. Patent no. US8133172B2</i> Josh Shachar, Thomas Chen, Leslie Farkas, Winston Wu, Kyle Zimmerman, Moran Cerf, Bruce Marx, David Johnson, Laszlo Farkas (2010), “Magnetic breather pump for delivery of Chemotherapeutic agents into the brain” <i>U.S. Patent no. US20100160737A1</i> Moran Cerf, Christof Koch (2008), “Automatic prediction of human gaze in visuals by localizing high-level elements” <i>Provisional patent application CIT-5033-P</i>
Cases	<ul style="list-style-type: none"> Moran Cerf (2015), “Tivo: Segmentation Analytics” <i>Kellogg School of Management</i>
Security	<ul style="list-style-type: none"> Moran Cerf, Amichai Shulman (2005), “File access and Denial of Service vulnerabilities in business object ‘Crystal report’” <i>Bugtraq. ID: 10260</i>. Moran Cerf, Amichai Shulman (2004), “How safe is it out there?” <i>Security Focus</i> Moran Cerf, Amichai Shulman (2004), “SuperVeda penetration test. Demonstration of a website hacking” <i>Security Focus</i>

Invited talks

Business	<ul style="list-style-type: none"> Facultad de Ciencias Economicas, Guatemala City, Guatemala, 2020 Stanford, Graduate School of Business, Stanford, CA, 2019 National University of Singapore, Singapore, 2019 Network Theory Workshop, Chicago, IL 2018 (<i>organizer</i>) Bilgi University, Istanbul, Turkey, 2018 Chicago Booth Business School, Chicago, IL, 2018 Smurfit Business School, University College of Dublin, Dublin, Ireland, 2018 Alberta School of Business, University of Alberta, Edmonton, Alberta, Canada, 2018 Harvard Business School, Cambridge, MA, 2018 Erasmus University, Rotterdam, Netherland, 2018 Parsons (“The New School”), New York, New York, 2017 Wharton, University of Pennsylvania, Philadelphia, Pennsylvania, 2017 Price College of Business, Oklahoma University, Norman, Oklahoma, 2017 Sloan, MIT, Cambridge, Massachusetts, 2017 ASEAN Marketing Summit, Indonesia, 2016 (<i>keynote</i>) Marketing Management Summit, Berlin, Germany, 2015 Action Design, Chicago, Illinois, 2015 Kellogg Innovation Network, Chicago, Illinois, 2015 Neural Application to Fear Enhancement in Communication, Maastricht, Netherlands, 2015 Fuqua, Duke University, Durham, North Carolina, 2015 Value Creation in a Changing Customer and Media Environment, Köln, Germany, 2015 Market Research for Product Innovation Summit, Chicago, Illinois, 2014 Marketing Science Institute (MSI), Chicago, Illinois, 2014 Nielsen, Chicago, Illinois, 2014 Fox School of Business, Temple University, Philadelphia, Pennsylvania, 2013 Kellogg School of Management, Northwestern University, Evanston, Illinois, 2012 Wharton, University of Pennsylvania, Philadelphia, Pennsylvania, 2012 University of California, Berkeley, California, 2012 Tel-Aviv University, Tel-Aviv, Israel, 2012 Johns Hopkins University, Baltimore, Maryland, 2012 Hebrew University of Jerusalem, Jerusalem, Israel, 2012 University of California, San Diego, California, 2012 Technion, Haifa, Israel, 2012 The Interdisciplinary Center, Herzliya, Israel, 2012 Erasmus University, Rotterdam, Netherland, 2012 	Popular over 500 people	<ul style="list-style-type: none"> Moonsht, 2023, Hyderabad, India Economic Times Marketing and CX Leaders’ Summit 2022, Mumbai, India TEDxXIMB, 2021 (<i>12th TED talk; most TED talks by an individual, worldwide</i>) TEDxNaperville, 2020 TEDxSalon, 2020 TEDxAstonUni, 2020 Les Napoléons, 2020 (<i>keynote</i>) World Marketing Summit, Rome, Italy, 2019 (<i>keynote</i>) World Marketing Summit, Harrogate, England, 2019 (<i>keynote</i>) Fast Forward Forum, Venice, Italy, 2019 TEDxNaperville, 2019 Unfinished, Bucharest, Romania, 2019 FastCompany European Innovation, Milan, Italy, 2019 TEDx@Porto, Porto, Portugal, 2019 eTail, Palm Desert, CA, 2019 (<i>keynote</i>) UNESCO, Paris, France, 2019 World Marketing Summit, Istanbul, Turkey, 2018 (<i>keynote</i>) TEDxNaperville, Naperville, IL, 2018 TEDxChicago, Chicago, IL, 2018 DMEXCO, Köln, Germany, 2018 Viva Technology, Paris, France, 2018 Talks@Google, New York, NY, 2018 PopTech, Camden, Maine, 2012, 2013 2015, 2016-2019, 2022 (<i>host</i>) World Marketing Summit, Toronto, Canada, 2017 (<i>keynote</i>) Mind Science Foundation, San Antonio, TX, 2017 Singularity University Summit, San Francisco, CA, 2017 (<i>keynote</i>) Cannes Lions, Cannes, France, 2017 USI, Paris, France, 2017, 2018 Comicon, New York, NY, 2016, 2017 DIGIT.Festival, Sofia, Bulgaria, 2016 China Academy of Arts, Hangzhou, China, 2016 South by Southwest, Austin, TX, 2016 TED, Vancouver, Canada, 2016 World Marketing Summit, Tokyo, Japan, 2016 New Context Conference, Tokyo, Japan, 2015 B3 Biennale, Frankfurt, Germany, 2015 Raising the Bar, New York, NY, 2015 TEDxAix, Aix-en-Provence, France, 2015, 2017 Rethink Education, New York, NY, 2015 (<i>keynote</i>) International Conference on Cyber Security, Tel-Aviv, Israel, 2013-2015, 2018 Glimpses, Red-Bull annual conference, Los Angeles, CA, 2013 TED-Ed (Technology, Entertainment, Design), 2013 Google Zeitgeist, London, England, 2013 DLD (Digital Life Design), Munich, Germany, 2012, 2013, 2014, 2015 WIRED conference, London, England, 2013 World Economic Forum, Davos, Switzerland, 2013 THiNK, Goa, India, 2013 Ministry of Education, Shanghai, China, 2011 Humanity+, New York, New York, 2009, 2010 Mindshare, Los Angeles, California, 2008, 2009 and 2010
Neuroscience	<ul style="list-style-type: none"> Society for Neuroscience, San Diego, California, 2016 Institute of Personality and Social Research, Berkeley, California, 2015 (<i>keynote</i>) Massachusetts Institute of Technology, Media Lab, Massachusetts, 2014 International Society for Neuro-Feedback, San Diego, California, 2014 (<i>keynote</i>) Northeastern University, Boston, Massachusetts, 2013 Massachusetts General Hospital, Boston, Massachusetts, 2013 Zhejiang University, Hangzhou, China, 2011 (<i>keynote</i>) Princeton University, Princeton, New Jersey, 2010 University College of London, London, England, 2010 Harvard University, Boston, Massachusetts, 2010 New York University, New York, New York, 2009 		

Conference presentations

Business	<ul style="list-style-type: none"> Founder gender and investor pitch assessments: an fMRI multivariate pattern analysis investigation, <i>Academy of Management, Boston, Massachusetts [online]</i>, 2020 New decisions tools using complex heuristics in marketing and analytics, <i>Choice Symposium</i>, Chesapeake Bay, Maryland
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Neuroscience

- Sensory substitution in Marketing, *Theory and Practice in Marketing*, Columbia University, New York, 2019
- Quantifying the likelihood of advertisement skipping in YouTube using neuroscience and survey Data, *Digital Marketing and Machine Learning*, Carnegie Mellon, Pittsburgh, Pennsylvania, 2018
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- Using social Networks to predict non-contractual customer behavior in financial systems, *Digital Marketing and Machine Learning*, Carnegie Mellon, Pittsburgh, Pennsylvania, 2018
- Visual Distractions as a Measure of Engagement, *Marketing Science*, Philadelphia, Pennsylvania, 2018
- Neuro-Entrepreneurship, *Academy of Management*, Atlanta, Georgia, 2017
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- Neural Measures of Engagement Predict Negative Preferences in Live Political Debates, *Interdisciplinary Symposium on Decision Neuroscience*, Philadelphia, Pennsylvania, 2016
- Risk assessment under perceptual ambiguity and its impact on decision-making and visual expertise, *Interdisciplinary Symposium on Decision Neuroscience*, Philadelphia, Pennsylvania, 2016
- The psychology of corporate criminal liability, *Workshop on Criminal Law*, Köln, Germany, 2015
- Neurons, Inc.: Using the brain in marketing, *Marketing Science Institute*, 2014.
- Predicting the choice of a subject before it was made, using direct recording from human brains, *Interdisciplinary Symposium on Decision Neuroscience*, Philadelphia, Pennsylvania, 2013
- Experiencing and evaluating in the brain: fMRI and single-neurons studies. (special session; chair) *Association of Consumer Research*, Vancouver, Canada 2012
- Reading the mind of the consumer: promises and challenges of predictive methods in consumer neuroscience, (roundtable) *Association of Consumer Research*, Vancouver, Canada 2012
- Single-neuron correlates of emotion regulation in humans, *Society for Consumer Psychology, International Conference*, Florence, Italy. 2012
- Single-neuron correlates of emotion regulation in humans, *Marketing Science*, Boston, Massachusetts. 2012

Other

- Improving the nuclear launch protocols by implementing results from neuroscience, decision-science and behavioral economics, *Society for Neuroscience*, San Diego, 2022
- Voluntary control of single-neuron in humans, *Single neuron studies of the human brain*, Stern School of Business, NYU, New York, New York. 2011
- Single-neuron correlates of emotion regulation in humans, *Single neuron studies of the human brain*, Stern School of Business, NYU, New York, New York. 2011
- Real-time decoding of neural spikes, *Single neuron studies of the human brain*, Stern School of Business, NYU, New York, New York. 2011
- Single neuron evidence of Inattentional Blindness in humans, *Association for Psychological Science (APS)*, Virtual convention, 2021
- Single neuron correlates of emotion regulation in humans, *Society for Affective Science*, Oakland, California, 2015
- Single neuron correlates of emotion regulation in natural sensory content, *Human Single Unit*, Johns Hopkins, Baltimore, Maryland. 2014
- How many minds are there in your brain? *Towards a science of consciousness*, Stockholm, Sweden. 2011
- Neural correlates of emotion regulation in the human brain, *Cognitive Neuroscience Society (CNS)*, San Francisco, California. 2010
- There's plenty of time at the bottom: The time spent before a saccade is generated is a complex interplay of competing saliency and decision, *Vision Sciences Society (VSS)*, Naples, Florida. 2010
- Projecting thoughts using the decoded activity of single neurons in the human brain, *Towards a Science of Consciousness*, Tucson, Arizona. 2010
- On-line voluntary control of single neurons by human thought, *Society for Neuroscience (SfN)*, San Diego. 2010
- The role of amygdala in orienting attention to eyes within complex social scenes, *Vision Sciences Society (VSS)*, Naples, Florida. 2009
- An implantable magnetic breather pump for biological agents in malignant gliomas, *Neuro Oncology*, Yokohama, Japan. 2009
- Single neurons in the human MTL during visual working memory and rapid series visual presentation, *Society for Neuroscience (SfN)*, Chicago, Illinois. 2008
- Decoding what people see from where they look: predicting stimuli from scanpath, *Proceedings of the International Workshop on Attention and Performance in Computational Vision (WAPCV)*, Greece. 2008
- Subjects' inability to avoid looking at faces suggests bottom-up attention allocation mechanism for faces, *Society for Neuroscience (SfN)*, Chicago, Illinois. 2008
- Conscious control of a single neuron in the human MTL using imagery, visual and auditory feedback, *Society for Neuroscience (SfN)*, Washington D.C., 2007
- Dynamics of selective single neurons in the human MTL in a visual working memory task, *Society for Neuroscience (SfN)*, San Diego, California. 2007
- Eye tracking to social scenes: comparisons between amygdala lesions and autism, *Cognitive Neuroscience Society (CNS)*, San Francisco, California. 2007
- Expo Milan*, Milan, Italy. 2015
- From Neurons to Behavior, *MIT Media Lab*, Boston, MA. 2015 (*most viewed talk in series*)
- Seeing with eyes closed, *Venice Art Biennale*, Venice, Italy. 2011
- The sound of touch, *SIGGRAPH*, San Diego, California. 2007

Member

Neuroscience: Association for the Scientific Study of Consciousness, Cognitive Neuroscience Society, New York Academy of Sciences, Social and Affective Neuroscience Society, Society for Neuroscience, Vision Science Society

Business: American Marketing Association, Association for Consumer Research, Institute for Operations Research and Management Sciences, Neuro-Marketing Science and Business Association, Society for Consumer Psychology

Reviewer

Business, Economics and Psychology: Marketing Science, Association for Consumer Research, Cognitive Neurodynamics, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Journal of Neuroscience and Neuroeconomics, Perception, California Management Review, Social Influence, Nature Human Behavior, Harvard University Press, Journal of Computers and Applications

Neuroscience: Cortex, European Association for Computer Graphics, IEEE Transactions of Patterns Analysis and Machine Intelligence (PAMI), Journal of Nature and Science of Sleep, Journal of Neuroscience, Journal of Vision, Vision Research, Lecture Notes in Computer Sciences, Nature, Nature Human Behavior, Neural Information Processing Systems (NIPS), Neural Networks, Proceedings of the Library of Science (PLOS), Social Cognitive and Affective Neuroscience, Scientific Reports

Grants: Sloan Foundation, European Centers of Excellence, Canada Foundation for Innovation, Israel Science Foundation, US-Israel Binational Science Foundation, Knight Foundation

Patents: US Patent and Trademark Office

Associate Editor

Frontiers in Neuroscience, Frontiers in Blockchain, PLoS-One, Frontiers in Decision Neuroscience

Mentor

- | | |
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| <ul style="list-style-type: none"> Post-doctoral Scholars: Doctoral Thesis Chair: Doctoral Thesis Committee Member: | <p>Jose Herrero, PhD (<i>now: LIJ</i>), Rubi Hammer, PhD</p> <p>Sam Barnett (<i>now: PhD</i>)</p> <p>Liu Liu, Pantelis Loupos (<i>now: PhD, UC Davis</i>), Alex Nathan (<i>now: PhD</i>), Klavdia Zemlianova (<i>now: MA, NYU</i>), Matejas Mackin</p> <p>Andres Nunez (<i>now: MIT</i>), Scott Payne, Ryan Burke, Jenny Cooper (<i>now: YouTube</i>)</p> |
| <ul style="list-style-type: none"> Business Rotation, Northwestern: Neuroscience Rotation, Northwestern: Neuroscience Rotation, Columbia University: Neuroscience Rotation, MIT Media Lab: Master Thesis Committee, MIT Media Lab: Master Thesis Committee, NYU: Master Thesis Committee, IIT: Master Thesis Committee, Harvard: Clinical Rotation: | <p>Kevin Wilkins, Mariah Meyer (<i>now: PhD</i>), Jay Kim, Nirvik Sinha</p> <p>Brandon Freiberg, Heinrich Peters</p> <p>Xiao Xiao (<i>now: PhD</i>)</p> <p>Judith Amores (<i>now: MA</i>)</p> <p>Richard Farhat, Si Ma</p> <p>Siddharth Choubay, Anuj Chopra, Aditya Bansal</p> <p>Kenneth Shinozuka</p> <p>Leonard Louis Sokol, MD, Michael Mackay (<i>now: MD, Cambridge</i>), Nikhil Thiruvengadam (<i>now: MD, Stanford</i>)</p> |
| <ul style="list-style-type: none"> Neuroscience Rotation; Caltech: Research Assistants: | <p>Paxon Frady (<i>now: PhD</i>), Alex Huth (<i>now: PhD, UT Austin</i>)</p> <p>Ronen Zilberman, Chris Rose (<i>now: MA, NYU</i>), Megan Purdy, Haleigh Wright, Aviram Berg, Jon Levy, Aman Mishra,</p> |
| <ul style="list-style-type: none"> Summer Undergraduate Research: | <p>Hope White, Hannah Lee, Andrew Zbihley, Leah Broger (<i>now: Caltech</i>), Stephanie Perez, Riya Sirdeshmukh, Ian Shi</p> |
| <ul style="list-style-type: none"> High School Summer Rotation: | <p>Kirstin Johnson, Gloria Choi, Jake Cooley, Devraj Thakkar, Raz Allon (<i>now: UPenn</i>)</p> |

Press ([see www.morancerf.com/press-for-complete-list](http://www.morancerf.com/press-for-complete-list))

Business

- Slate.Com. "Product placement goes digital"
- Forbes, "How to use neuroscience to improve your career"
- Business Insider, "Six of the biggest misconceptions about happiness, according to science"
- Business Insider, "2 formerly obese economists who lost 120 pounds relied on this strategy"
- Inverse, "The Science of Watching Movie Trailers Looks a Lot Like Brainwashing"
- Quartz, "Our brainwaves can show whether a movie will hit or miss at the box office"
- 512 Tech, "Inside the fascinating world of neuroscience media research"
- Digital Trends, "Studying brain waves while watching trailers can help predict a film's success"
- Business Insider, "Two neuroscientists predict whether a movie will be a box office hit"
- Daily Mail, "Brain scans of people watching movie trailers can predict if it'll be a hit"
- IMDb, "Brain Waves Can Predict Box Office Success, Study says"
- The Wrap, "Brain Waves Can Predict Box Office Success, Study says"
- Tweak Town, "Brain scans can now predict box office success of movies"
- BGR, "Brain scanning accurately predicts how well a movie will do in theaters"
- Phys.org, "Neuroscience technique measures how well films will do at box office"
- Haas Newsroom, "Peeking inside the mind of a football fanatic"
- Fortune, "Why you've already made up your mind about Donald Trump"
- Kellogg Insight, "Can Neuroscience Build a Better Ad?"
- Marketing Daily, "Brain Research: What's the Best Length for a Super Bowl Spot?"
- Automotive News, "Surveys can lie, but the brain knows if shoppers like ads"
- OpenPR, "Brain Monitoring Market: Overview by upcoming challenges and future forecast 2025"
- Daily Mail, "Choosing the right friends is the key to happiness: groups 'sync' their brainwaves"
- Emmi Solutions, "A neuroscientist, a computer hacker and a Rabbi Walk into a tech company..."
- The Free Press, "America asleep at the keyboard as cyber warfare gets real"
- The Earth Chronicles, "The main component of happiness is named"
- Sputnik news, "You become alike: neuroscientist finds friends' brain waves sync over time"
- Quebec times, "Scientist: there is the main component of the happiness of man"
- Inquirer, "Good friends mimic each other's brainwaves, neuroscientist claims"
- CNN, "Why you're hardwired to be bad at money"
- Business Insider, "Formerly obese economists lost 120 pounds in 18 months - here are their tricks"
- The Hollywood Reporter, "Sundance: filmmakers and neuroscientists talk predictive marketing"
- Business Insider, "The behaviors that affect weight can be explained by economic theories"
- Tree Hugger, "Why one neuroscientist never needs a menu"
- SS&C, "You may have Siri and Alexa, but do you have Amee?"
- Chicago Tribune, "How to save your brain for work: Wear the same outfit every day"
- Automotive News, "Surveys can lie, but the brain knows if shoppers like ads"
- Kellogg Insight, "Can your business benefit from Neuromarketing?"
- Slate, "Do Americans think corporations have the right to religious freedom"
- Slate.com, "Product placement goes viral"
- Big Ten Network, "Two professors figured out which trailers will make you buy more tickets"
- Forbes, "The 3 worst ways that people pick a political candidate"
- Fortune, "Sexist Super Bowl Ads"
- JWM, "Well-being"
- Focus, "I segreti della mente"
- Sapo, "Neurocientista Moran Cerf prevé que próxima guerra mundial será entre 'hackers'"
- Cryptocurrency News, "Brain Monitoring Market: Noticeable changes in trends 2025"
- The Jewish Journal, "Good decisions - good neighbors"
- Medium, "The secret behind the Neuroscience of understanding your customer"
- Las Vegas Sun, "Tools of neuroscience deliver new insights about consumer behavior"
- Market Research Gazette, "Brain Monitoring Market Provide profiling of key players by 2025"
- Forbes (Hebrew), "Who is training who? How AI is changing us?"
- BAI, "How cyberthieves found blockchain's weak link"
- United Arab Emirates Info, "Businesses can 'talk' to your brain - literally!"
- HR in Asia, "How to train your brain to make better decisions"
- Mirage News, "Want more investors for your startup? Better make an impassioned pitch"
- Wealth Professionals, "Investors are attracted to passionate entrepreneur's science says"
- 360 Magazine, "Make a passionate pitch—if you want investors"
- The Ladders, "2 ways entrepreneurs can make themselves better before their next pitch"
- Strategic Sorcerer, "Big Ideas 2019: AI And The Future Of Human Evolution"
- Strategic Sorcerer, "Big Ideas 2019: 5 Takeaways From The Procurious Big Ideas Summit"
- Spend Matters, "Procurement pros rise to the occasion"
- Business Insider, "A neuroscientist explains why he always picks the 2nd menu item on a list"
- Business Insider, "A neuroscientist explains how to fix your bad habits and save more money"
- Hack Spirit, "A neuroscientist who studies decisions reveal the most important choice in life"
- National Post, "This is why one neuroscientist always orders the 2nd menu item on a list"
- Viacom, "Uncharted Territory: The relationship between brain waves and blockbuster movies"
- Research | Northwestern, "Better together: breakthrough science the Northwestern way"
- Business Insider, "I took a neuroscientist's advice for saving money, and it's transformed my finances"
- Business Day, "The weakness of computer is the humans who use them"
- The Atlantic, "The future of fraud-busting"
- Israel 21c, "How hacking the human brain can improve how we think and learn"
- Nuclear Threat Initiative, "Neuroscientist Moran Cerf on How the Brain Processes Risk"
- Business Insider, "A neuroscientist who studies decisions reveal the most important choice you can make"
- Insider, "A neuroscientist reveals his strategy for making himself luckier"
- Fun#Buzz, "A neuroscientist who studies decisions reveals the most important choice you can make"
- Doyel Times, "A neuroscientist explains why he always picks the 2nd menu item on a list of specials"
- MBA Crystal Ball, "Kellogg Professor blends business and neuroscience to gain fascinating insights"
- Business Insider, "A neuroscientist who studies decision-making shares his best advice for healthy living"
- INC, "The key to reducing stress? Neuroscientist says do this one thing"
- Globes, "We ask study participants what they want/think, but rather look into their brains"
- Fortune, "Hacking Coinbase: the great bitcoin bank robber"
- CNN, "Ashley Madison: life after the hack"
- World Economic Forum, "A neuroscientist reveals the most important choice you can make"
- Wall Street Journal, "How to Improve Cybersecurity? Just Eliminate the Human Factor"
- Business Insider, "Advertisers can target you psychologically based on Facebook likes, study finds"
- Business Insider, "A neuroscientist says you might be luckier than you think - here's how to find out"
- Business Insider, "A neuroscientist reveals the 6 most important choices you can make"
- Markup, "Il futuro del marketing è nelle neuroscienze"
- The Entrepreneur, "How humans plus machines will equal amazing advancements"
- Chicago Tribune, "As McDonald's looks forward, 'Founder' Movie shows shadowy view of past"
- The Times, "If you're not cybersafe, be ashamed"
- Time, "6 Tech Leaders on What They Fear the Most"
- New York Post, "Brain scans can predict how much money movies will make"
- Mic, "This one mistake stops you from getting rich and achieving your biggest goals"
- Harvard Business Review, "Neuromarketing: What you need to know"
- Poets and Quants, "The Founder: The new story of the old America"
- Fortune, "Why you have already made up your mind about Donald Trump"
- Singularity HUB, "3 Practical Solutions to Offset Automation's Impact on Work"
- Forbes, "New neuroscience study reveals what worry about money does to your brain"
- WGN Radio, "Money savvy gifts, O'hare express trains, & Your brain on finance"
- Management Today, "So what if there's an AI jobs apocalypse?"
- Fortune, "There's still time to stop the tech monopoly takeover"
- Entrepreneur, "On Human Intelligence combined with machine learning"
- Business Insider, "These are the common traits most likely to net you a match on a dating app"

Neuroscience

- Kurzweill, "Controlling individual cortical nerve cell by human thought"
- Engadget, "UCLA/Caltech researchers help patients move mouse cursors with their brains"
- New Scientist, "Brain link lets people choose images by thought alone"
- AOL News, "Dream recording and playback comes closer to reality"
- Herald Sun, "US Scientists hope to record people's dreams"
- Tehehka.com, "I Realized that it was possible to Break Into the most Fascinating Black Box in The World"
- The Scientist, "A new brain-machine interface demonstrates how humans direct their thoughts"
- The Scientist, "Directing attention via machine"
- Neurology today, "Neurons moved through thought in another advance for brain-machine interface"
- Current Biology, "Neural control: Closed loop human brain reading"
- IEEE, "Brain-computer interface eavesdrops on a daydream"
- Discover, "Harnessing your Marilyn Monroe neurons"
- Sciences Campus, "Décoder le contenu de rêves via IRM"
- Euroka alert, "Controlling individual cortical nerve cells by human thought"
- Herald Sun, "US Scientists hope to record people's dreams"
- Daily mail, "Scientists hope to record our dreams after successful experiments using brain implants"
- Yorkshire evening post, "Science: Volunteers control screen images by thought alone"
- io9, "Mind-reading machines could soon record your dreams"
- Jetlib news, "A brain-machine interface built on images of Marilyn Monroe"
- Telegraph.co.uk, "Scientists plan to record people's dreams"
- Forbes, "New neuroscience study reveals what worry about money does to your brain"
- WGN Radio, "Money savvy gifts, O'hare express trains, & Your brain on finance"
- The Sydney Morning Herald, "lucid dreaming a virtual reality"
- NYU Stern Marketing Newsletter. Fall/Winter Edition 2010. Featured research.
- Health canal, "Mind over matter: Study shows we consciously exert control over individual neuron"
- ChattahBox.com, "Scientists developing real-life 'dream catcher'"
- Daily India, "Device that reads and interprets your dreams may soon be a reality"
- The Telegraph, "Scientists plan to record people's dreams"
- Metro, "We are on the brink of recording our dreams, scientists say"
- Neurology today, "Neurons moved through thought in another advance for Brain-Machine Interface"
- Discovery, "Mind over machine"
- Yeeyan news, "Mind-reading scanners record and parse dreams"
- China daily, "What is Human version 2.0? American neurobiologist answers"
- China Beta, "U.S. scientist on the future of reading dreams from the brain"
- Xinmin news, "If the stocks would have been connected to pain - people would know when to sell"
- Zhejiang Art, Science, Technology, "Scientist Moran Cerf talks on the future of brain research"
- China TV, "How the brain is deceived"
- BuzzFeed, "People Are Having Disturbingly Similar Dreams About Donald Trump"
- Mashable, "USA's 'Falling Water' will change the way you see your dreams"
- NBC's USA Networks, "The Science of Dreams"
- Quartz, "How does USA Network follow a surprise hit like 'Mr. Robot'? Something even weirder."
- Huffington Post, "Inde: que Penser de Think?"
- Outer Places, "How the Dream Hacking in USA's 'Falling Water' could happen in real life"
- Kellogg Insights, "Can Neuroscientists Read our Dreams?"
- China Art Newspaper, "When neuroscience and big data hack into art"
- Premium Lifestyle, "The next generation of technology will be more remarkable than we can imagine"
- Rivard Report, "Neuroscientist Will 'Hack Your Dreams'"
- Kellogg Insight, "How to influence people through dreams"
- Make Magazine, "Let's Start Hacking Brains"
- Rizzarr, "How exactly a deep breath changes your mind"
- CB Insight, "How tech companies are making brain hacking a reality"
- CB Insight, "The Elon Musk effect: 8 big industries brain hacking could transform"
- SDP Noticias, "San Miguel de Allende reúne a mentes brillantes para celebrar el amor"
- Globes, "We are heading to an era with no sex, no children, and no pain or aversion"
- The Grapevine, "Scientists are getting closer to recording your dreams"
- Qrius, "Researchers monitored moviegoers' brains. Here's what they found out"
- FrenchWeb, "How some companies hack your brain"
- BuddyTV, "On Leaks Between Reality and Dreams."
- The Atlantic, "Falling Water Is the Dull Endpoint of Conspiracy-Theory TV"
- BuzzFeed, "This Is How Millennials Dream"
- LiveScience, "Dream Control: Science and TV Explore the Weird Possibilities"
- The Free Press, "PopTech's Quiet, Awesome Adulthood"
- Epoch Times, "Can one incept ideas in our brain?"
- La-isha, "The only Israeli on Elle's list of most eligible bachelors"
- Dana Foundation News, "Dreamweavers"
- Elle, "The terrifying power of the subconscious"
- San Antonio News, "Mind Science Foundation conference brings emerging neuroscientists"
- El Confidential, "Las seis decisiones más importantes que toda persona tiene que tomar en su vida"
- Kellogg News, "How to read a mind"
- Red Bulletin, "Human 2.0"
- La Prensa, "Mind Science Foundation tackles emerging technology at conference"
- Rivard Report, "Mind Science Foundation to explore link between tech and consciousness"
- Kenosha News, "Community leaders inspired at leadership motivation event"
- Longroom News, "Neuroscientist Researching Intelligence-Enhancing Microchips"
- CBS, "Northwestern Neuroscientist Researching Brain Chips to Make People Superintelligent"
- Breitbart, "Neuroscientist Researching Intelligence-Enhancing Microchips"
- Washington Times, "Brain-chip recipients may soon look at men and think - put it in a cage"
- FastCompany, "From bionics to brain chips, hacking humanity is ethically fraught"
- FastCompany, "From from a cyborg manifesto to hacking humanity"
- Teheleka, "How a hacker became a neuroscientist"
- Tehehka.com, "The Hacker-Turned-Neuroscientist Who Can Read Your Mind"
- TG Daily, "From Hacking to Studying the Brain"
- Focus, "Neuroscientist Moran Cerf's vision of remote people"
- Maine Free Press, "PopTech, Quiet awesome adulthood"
- The Johns Hopkins Newsletter, "Students present at the Nu Rho Psi symposium"
- Take Magazine, "Pop culture, cutting-edge technology - PopTech 2016"
- Thaandian news, "Dr. Moran Cerf working on a dream recording machine"
- INC, "A neuroscientist thinks he knows the future of human evolution. It'll surprise/inspire you"
- CNN, "How close are we to video-recording our dreams"
- Qrius, "Can you video-record your dreams? Scientists may just be close to doing it"
- Campaign, "Tackle unconscious bias by accepting more than one 'you' in your head"
- BBC, "Esta es la mejor decisión que puedes tomar en la vida, según el neurocientífico"
- Silex iD, "PopTech 2017"
- Inverse, "A Dream Scientist Explains Why 'Falling Water' Isn't All Bunk"
- Zhejiang news, "Moran Cerf connects the brain to machines"
- CBC Radio, Australia, Featured scientist.
- Tehehka.com, "How Do You Hack into A Brain?"
- Make Magazine, "Let's start hacking brains"
- Reader's Digest, "That time I tried to scam a radio quiz show (and totally blew it)"
- Silex, "Event Reporter - USI 2017"
- Wired, "Jazz-clarinet carrots and parkour in Gaza: 12 things I learned at TED2016"
- New York Times, "Science Events"
- Museum of Moving Image, "Brain Dead: Interview with Dr. Moran Cerf"
- NY City Guys, "NYCC 2016: Actor Zak Orth & Scientist Moran Cerf Talk 'Falling Water'"
- Haaretz, "Israeli Hacker Turned Brain Researcher Making Waves"

- Forbes, "People want to stop the pandemic and save the economy, but our brains like the easy way out"
- New Yorker, "The neuroscience of picking a presidential candidate"
- Quartz, "Neuroscientists have identified how exactly a deep breath changes your mind"
- NPR, "The man who could record your dreams"
- Wired, "Neuron recordings capture brain focus on Josh Brolin"
- Wired, "Human brains are primally wired to notice animals"
- Time, "Controlling your world with a single neuron"
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