



Brian Wansink, Professor of Marketing at Cornell University

Brian Wansink received his Ph.D. in Consumer Behavior in 1990 from Stanford University. Wansink founded the Food and Brand Lab in 1997 at the University of Illinois. In 2005 he moved with his Lab to the Department of Applied Economics and Management at Cornell University in Ithaca, NY. At Cornell he is the John S. Dyson Professor of Marketing, Director of the Cornell Food and Brand Lab (<http://FoodPsychology.cornell.edu>) and Co-Director of the Cornell Center for Behavioral Economics in Child Nutrition Programs (<http://ben.cornell.edu>) and co-founder of the Smarter Lunchrooms Movement (<http://smarterlunchrooms.org>). He is best known for his work on consumer behavior and food and for popularizing terms such as "mindless eating" and "health halos." His research has focused on how micro-environments influence what and how much people eat and how much they enjoy it. He is the author of over 100 academic articles and books, including *Marketing Nutrition* (2005) and the best-selling book *Mindless Eating: Why We Eat More Than We Think* (Bantam Dell 2006). He is a 2007 recipient of the humorous Ig Nobel Prize and was named ABC World News Person of the Week on January 4, 2008. Since 2006, Wansink has written a monthly column on food behavior for MSNBC entitled *Chew on This*. In July 2007 he joined Prevention.com as one of their two nutrition columnists, writing the column *Food Think with Wansink*.

Between 2007 and 2009 Wansink was granted a leave from Cornell to become the Executive Director of the Center for Nutrition Policy and Promotion in Washington DC, leading the development of the USDA 2010 Dietary Guidelines. In January of 2009 he returned to his job at Cornell University.