

# Michael Solomon

## Expert on Consumer Behavior

Please contact a GDA agent for information.

### Topics

- Artificial Intelligence
- Branding / Marketing
- Business Growth / Strategy / Trends
- Consumer Trends
- Customer Relations
- Futurists / Trends
- Influence
- Retail and Consumerism
- Sales
- Social Media



### About Michael Solomon

Michael is passionate about the extraordinary world of the ordinary consumer. He brings humor and arresting visuals to his keynotes to show how everyday behaviors are much more meaningful than you thought – and an essential pathway to grabbing the attention and loyalty of your customers. The marketing guru Philip Kotler summed it up when he stated, “Solomon has the mind of a scientist and the writing flair of a journalist.

Michael “wrote the book” on understanding consumers. Literally. Hundreds of thousands of business students have learned about Marketing from his books including *Consumer Behavior: Buying, Having, and Being* – the most widely used book on the subject in the world.

Michael’s mantra: We don’t buy products because of what they do. We buy them because of what they mean. He advises global clients in leading industries such as apparel and footwear (Calvin Klein, Levi Strauss, Under Armour, Timberland), financial services and e-commerce (eBay, Progressive), CPG (Procter & Gamble, Campbell’s), retailing (H&M), sports (Philadelphia Eagles), manufacturing (DuPont, PP&G) and transportation (BMW, United Airlines) on marketing strategies to make them more consumer-centric. He regularly appears on television shows including *The Today Show*, *Good Morning America* and *CNN* to comment on consumer issues, and he is frequently quoted in major media outlets such as *The New York Times*, *USA Today*, *Adweek* and *Time*.

As a Professor of Marketing (in the Haub School of Business at Saint Joseph’s University in Philadelphia) and an industry consultant, Michael combines cutting edge academic theory with actionable real-world strategies. He helps managers get inside the heads of their customers so they can anticipate and satisfy their deepest and most pressing needs – today and tomorrow. An executive at Subaru said it best: “The man is a scholar who is current and street-wise.”

### Select Keynotes

#### • Step on the G.A.S. (Gratification, Agency & Stability): Consumer Behavior in The New Normal

The Pandemic will change our world for years after the virus disappears. We’ll have to rethink and modify our purchase decisions, large and small. Some disruptions in consumer/marketer relationships that already were looming will come faster and more decisively. How do we define brand value? How should companies talk to customers? How do people function in an emerging gig economy where every encounter might be fatal? How do we redefine what it means to go to work or to socialize?

You’ll learn why you need to step on the **GAS** to modify your offerings in light of the new drivers of consumer behavior.

#### • The Many Faces of AI: Persuasive Salesbots and Tomorrow's Customer Experience

Everyone is buzzing about Artificial Intelligence these days, as well as they should. Machines that “think” for us already are transforming how we work, play – and shop. [McKinsey](#) tells us that some 29 million U.S. homes used some form of smart technology last year, and that number grows by over 30 percent a year.

Many organizations now deploy robots, avatars and chatbots to perform tasks we used to ask flesh-and-blood people to do. This suddenly makes the age-old question of what makes us human much less theoretical. Self-driving cars threaten to replace truck drivers. IBM’s Watson beats

chess masters and veteran *Jeopardy* game show contestants. Movies and TV shows like *Blade Runner*, *Westworld*, and *Humans* that focus on the civil rights of synths, replicants and androids are center stage in popular culture. Alexa and Siri are our new guardian angels.

- **Walk a Mile in Your Customer's Shoes**

The customer is king (or queen). Yet the best product or service will fail if consumers don't have a positive encounter when they consume it. That's because what you sell is NOT a product – it's an experience that consists of the core offering plus everything that goes with it. This includes the physical or digital environment where shoppers find it, the people who sell it, and even how others react to the purchase. This experience is what attracts – or repels – the customer. With so many options available, he or she will quickly walk away from a negative encounter. But he or she also will reward organizations that provide satisfying experiences with long-term loyalty.

This fundamental insight is what drives increased interest in **customer experience management** (CEM or CXM). A growing number of organizations now recognize the importance of tracking every interaction with customers as if it is their last – because it could be. You'll get a thorough overview of today's consumer, and the major issues we need to understand in order to create and maintain a positive customer experience over the long-term.

- **We Really ARE What We Wear: How The Psychology of Fashion Influences Consumer Behavior**

That insight is crucial for **any** industry that touches consumers. Customers literally choose from thousands of options – and most of them have very little to do with functionality. However, that doesn't make these decisions unimportant by any means. The selection of a watch, a bracelet, a pair of glasses or many other items reflects deep-seated values and beliefs about appearance and the consumer's identity. We can think of the body as a canvas, where the shopper chooses from a "palette" of accessory items, apparel, footwear, cosmetics and other products to paint a picture s/he wants the world to see at a fixed moment in time. Marketers need to dig deeper if they want to sync their offerings with what their customers seek.

In this presentation, we'll look at some of the powerful cultural forces that influence how consumers use a range of products to make "statements" about themselves.

- **The Young and the Restless: Capture the Hearts, Minds and Wallets of Millennials**

U.S. Millennials spend \$600 billion per year, but their choices change faster than Lady Gaga changes her outfits. How can you adapt to connect with these "always on" but always changing shoppers?

## Select Book Titles

- **2021:** The New Chameleons: How to Connect with Consumers Who Defy Categorization
- **2018:** Marketers, Tear Down These Walls! Liberating the Postmodern Consumer
- **2018:** Consumer Behavior: Buying, Having and Being 12th ed.
- **2018:** Social Media Marketing 3rd ed.
- **2016:** Consumer Behaviour: A European Perspective
- **2016:** Better Business 3rd ed.
- **2015:** Marketing: Real People, Real Choices 8th ed.
- **2010:** Virtual Social Identity
- **2009:** Launch! Advertising and Promotion in Real Time
- **2009:** The Truth About What Customers Want
- **2007:** Consumer Behavior in Fashion
- **2003:** Conquering Consumerspace: Marketing Strategies for a Branded World

## Select Articles

- [Project Description The specific way we choose to satisfy a need depends on our unique history, learning experiences, and cultural environment.](#)

For example, two people may feel their stomachs rumble during a lunchtime meeting. If neither person has eaten since the night before, the strength of their respective needs (hunger) would be about the same.

- [A.I.: The Death Knell For Relationship Marketing, Or The Birth Of The Loveable Salesbot?](#)

Relationship marketing. CRM. Customer lifetime value. "It's a lot more expensive to find a new customer than to keep an old one."

- [Forbes articles](#)

I am a columnist for Forbes.com . I write on retailing, consumer behavior and branding issues. You can see my articles here.

- [Is Sales Training Just a Game for Millennials?](#)

Applying gamification methods to sales training in order to engage younger employees

- [Making Retail Accessible](#)

Overlooked opportunities to meet the needs of disabled customers

- [Spokesavatars: Representing Brands in a Virtual World](#)

Branding strategies in virtual environments

- [Bricks and clicks: delving into inline retail strategy](#)

Bridging the divide between offline and online retailing

- [Reality Engineering](#)

Strategies to reach consumers in a media-saturated environment

- [Digital identity management: what is reality \(and why should we care?\)](#)

How consumers can leverage emerging technologies to manage the impressions they make on others on the job, in dating situations, etc.

## Select Testimonials

"I hope you were able to see how many in the audience – and on the dais – were taking notes. We were extremely delighted with your presentation."

– *International Furnishings and Design Association*

Michael is a constant source of inspiration and knowledge for any professional in any relevant market who wants to understand consumers behavior more deeply. His work is constantly being updated and his presentations bring powerful ideas that take us out of the comfort zone and pushes our need to act with more strength to develop strategies able to transform the culture of the companies and make them customer-centric organizations.

– *Jacques Meir, Chief Knowledge Officer, Grupo Padrao (Brazil)*

"I highly recommend Mike Solomon if you want your audience to be truly engaged as they learn about fresh, trend-setting consumer insights."

– *Microsoft Advertising*

"Michael's session was our most popular segment of the day. He provided insight into the consumer of the future and how manufacturers and retailers need to think about adapting their marketing and go-to-market strategies to meet the changing consumer.... His presentation was engaging, relevant and thought-provoking."

– *Procter & Gamble*

Solomon has the writing style of a journalist and the mind of a scientist.

– *Prof. Philip Kotler*

"The man is a scholar who is current and street-wise."

– *Subaru of America*

"Prof. Solomon...was able to make us think of new ways to use consumer behavior to frame our own activities.... He was able to inject humor to maintain attention yet did not deviate from the basic task at hand that was to educate and provoke thought."

– *U.S. Cellular*

