



### Who We Are



**Elliot Berkman, PhD,**  
Founder and  
Director of Berkman  
Consultants, is a  
tenured Professor  
of Psychology at the  
University of Oregon,

where he leads the Social and Affective Neuroscience lab in conducting field-leading, federally-funded research on goals, motivation, and health behavior change. He has published over 40 peer-reviewed papers in academic journals, and writes regularly about psychology and neuroscience for lay audiences. He has a PhD in Social Psychology from UCLA, and a MA in Psychology, a BA in Mathematics, and a BA in Psychology all from Stanford University.



**Lisa May, PhD,**  
Director of Research  
at Berkman  
Consultants, is the  
Project Director  
of the Social and  
Affective Neuroscience

Laboratory at the University of Oregon. She has expertise in a wide variety of methods, from survey measures to neuroimaging to neuropsychopharmacology. Lisa's research has focused on mindfulness, pain physiology, social perception, and behavior change. She has a PhD in Neuroscience from the University of Oregon and a BS in Biology from Eastern Washington University.

### What We Do



**Research**



**Consulting**



**Analysis**

#### Peer-review quality custom scientific research

We conduct custom research to answer your research questions. We offer rigorous survey and experiment design, data collection from broad or targeted populations, cutting edge analysis, and clear, accessible reporting.

#### Expert consulting in the psychology and neuroscience of motivation, goals, and behavior change

We translate scientific knowledge into targeted solutions for your problem. We provide comprehensive reviews of scientific literature in plain language. Look to us for rapid feedback and advice at any phase of your project.

#### Cutting edge data science and statistical analysis

We turn raw data into meaningful results. We offer full-range statistical consulting services from basic to complex multivariate/nonparametric analysis.

### How We Have Helped Our Clients

We worked with a bank to **help customers** discover how to align their financial decisions with their core values.

We **guided** private equity investment **decisions** by measuring customer's implicit identification with a company.

We deployed advanced machine learning techniques to **predict** smoking cessation **success**.



We used **neuroimaging** to characterize the brain responses to food among obese individuals.

We advised a food company on increasing **customers' experiences** of delight with its products.