



## Nuala Walsh

BUSINESS LEADER

Behavioral Scientist, NED & FTSE 100 ex-CMO



### About:

- **Gender:** Female
- **Languages:** English
- **Travels from:** United Kingdom

### Engagement Types:

- Awards Hosting
- Boardroom Advisory

### Topics:

- Behavioural Economics
- Brand Strategy

## Biography Highlights

- A seasoned advisor, behavioral scientist, NED, author, lecturer, TEDx speaker. Board appointments span business, sport, non-profits. CEO, MindEquity; Director, Global Association of Behavioral Scientists. President, Harvard Club of Ireland. Award-winning ex-CMO among Top 100 Most Influential Women in Finance. Published in premier journals.

## Biography

Nuala is a behavioural scientist, Non-Executive Director, award-winning marketeer, author, and TEDx speaker.

Today, she is CEO at *MindEquity*, a brand, behaviour and business consultancy advising blue-chip firms such as Uber, BBC, Handelsbank, and Aer Lingus.

She is also a Founding Director of the *Global Association of Applied Behavioural Scientists*; and President of the *Harvard Club of Ireland*.

Board appointments span commercial, non-profit and sport Boards including Non-Executive Director at the *British & Irish Lions*; Non-Executive Director at *Basketball Ireland*; Deputy Chair of *The Football Association's* Inclusion Advisory Board; Advisor at *World Athletics*; Advisor at *JD Haspel* executive search; Trustee at *The Innocence*

*Project*; and Member of the *Chartered Institute of Securities and Investments'* Ethics Committee.

Previous Board appointments include Vice-Chair and Trustee at *UN Women* (UK); Non-Executive Director at investment research *TS Lombard*; and Trustee at *Actionaid* charity.

This follows a three-decade career in Fortune 500 investment management and consulting firms including *BlackRock*, *Merrill Lynch*, *PA Consulting*, and FTSE-100 *Standard Life Aberdeen* as Chief Marketing Officer.

She has been recognized among *Financial News'* *Top 100 Most Influential Women in Finance*.

Nuala has lectured at leading business schools including the London School of Economics, Harvard Kennedy School, INSEAD and University of Texas. She delivers an Executive Decision program at *Harvard Club of Boston*.

Nuala publishes regularly in *Forbes*, *Psychology Today*, *Inc*, and *Harvard Business Review*. and has been featured in Fox Business, the Financial Times, the Telegraph, BBC World, and the Economist. A keynote speaker, she has been engaged by Goldman Sachs, HSBC, Investec, and ScotiaBank.

Author of the forthcoming book *Tune In: How To Make Smarter Decisions In A Noisy World*; and a contributing author to *Inspirational Investment*.

Nuala holds a first-class Masters Degree in Behavioural Science from the London School of Economics; and in Business Studies from the University College Dublin. She also earned a BA in Philosophy and Languages from Trinity College Dublin.

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## Videos

