



**Neuro-Scientist**  
**World-renowned Expert in the Science of Perception**

Beau Lotto is neuroscientist and entrepreneur and a world-renowned expert in the science of perception. A professor with deep academic credentials and critical scholarly works on the subject, Beau is also founder and CEO of two companies – Lab of Misfits, the world's first neuro-design studio, and Ripple, which holds several highly influential patents in Augmented Reality (AR).

Born in Seattle, Beau Lotto earned his bachelor's degree at the University of California, Berkeley in 1991. He then moved to Scotland, where he earned his PhD in Neuroscience from University Medical School, Edinburgh in 1994. He remained in Edinburgh for his first postdoctoral fellowship (with Professor David Price), and then moved to Duke University for his second fellowship, where he was mentored by Professor Dale Purves. Beau was a professor at University College London for 20 years, and is now a professor at University of London, as well as a visiting scholar at New York University. He has mentored over 30 undergraduate, masters, and PhD students, as well as postdoctoral fellows. In 2001, Beau Lotto founded the Lab of Misfits Studio, the world's only neuroperception creative studio that is also a real neuroscience lab. The Lab's goal is to foster adaptability and creativity. Their unique process of experiential experiments unites neuroscience expertise and measurement with digital technology and immersive design. They have since created public experiences around the world, including London's Science Museum, Hayward Gallery on London's South Bank, and a public art installation in London's famous Silicon Roundabout. Their past clients include Cirque du Soleil, L'Oreal, Asurion, Microsoft, Edelman, The UAE's Crown Prince's Court, and others. Beau is also CEO and founder of Ripple Inc, which holds five highly influential patents in Augmented Reality (AR).

Beau is a three-time mainstage TED speaker and a frequent keynote speaker. In his inspiring keynotes he shows, that the only way to thrive in a rapidly changing world is to change with it. He shows why adapting – moving from A to B – means first moving from A to not-A. We need to let go of the assumptions and beliefs that keep us from seeing the world differently. Beau reveals why trading certainty for doubt increases our capacity to adapt, lead, innovate, and thrive in the darkness of “I don't know.”

**Topics (Selection):**

- unMastering Leadership: How to adapt and succeed in an increasingly uncertain world
- The Point of Perception, Evolving leadership in an increasingly uncertain world
- The 10Cs - the ten skills the brain evolve to flourish, adapt and succeed in a changing, unpredictable world
- Seeing the World Differently

**Publications (Selection):**

- Deviate: The Creative Power of Transforming Your Perception, 2018
- Why We See What We Do: An Empirical Theory of Vision, 2003