



## Baroness Susan Greenfield CBE

Renowned neuroscientist Baroness Susan Greenfield, CEO of Neuro-Bio, specialises in neurodegenerative diseases and the impact of technology on the brain. Her insights benefit diverse sectors, including finance, technology, and education.

### KEY TOPICS

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- Neurodegeneration
- Screen Technologies
- Consciousness
- Women in Science

### BIOGRAPHY

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## Baroness Susan Greenfield: A Leader in Neuroscience

[Susan Greenfield](#)'s role as CEO of Neuro-Bio places her at the forefront of researching critical brain mechanisms linked to diseases like Alzheimer's and Parkinson's. Her leadership in this innovative biotech firm underscores her commitment to understanding and combating these complex conditions. Greenfield's work not only advances scientific knowledge but also offers hope to millions affected by neurodegenerative diseases.

### Pioneering Contributions to Neuroscientific Literature

Author of several influential books, Susan Greenfield has significantly contributed to the public's understanding of the brain. Titles like ["The Private Life of the Brain"](#) and ["ID: The Quest for Identity in the 21st Century"](#) highlight her expertise in consciousness and the impact of modern technologies. Her best-sellers, such as ["The Human Brain: A Guided Tour"](#) and ["A Day in the Life of the Brain"](#), make complex neuroscientific concepts accessible to a broad audience.

### Honours and Recognitions

Greenfield's exceptional work in neuroscience has been recognised globally. Her achievements include the prestigious Michael Faraday Medal and being appointed a Commander of the British Empire (CBE). Her honorary fellowships with the Royal College of Physicians and the Royal Society of Edinburgh, along with her role as Chancellor of Heriot-Watt University, exemplify her esteemed position in the scientific community.

## Educational Background and Media Influence

Susan Greenfield's academic excellence, marked by a first-class degree from Oxford and a DPhil in pharmacology, laid the foundation for her remarkable career. Her influence extends beyond academia into media, with regular contributions to national newspapers, columns in The Independent, and appearances on popular BBC programmes. This media presence has helped disseminate her knowledge to a wider audience, reinforcing her status as a thought leader.

## Keynote Speeches and Corporate Impact

Greenfield's keynote speeches and lectures are highly sought after in various sectors. Her ability to connect neuroscience with practical applications in the workforce, leadership, creativity, and consumer behaviour makes her a valuable asset for organisations. She has delivered talks for major firms like McKinsey, Deutsche Bank, and Bayer Global, demonstrating her versatility and relevance in today's corporate world.

## Engage with Susan Greenfield's Expertise

Susan Greenfield's profound understanding of the human brain and its implications for both personal and professional development makes her an unparalleled resource for any event or organisation. To learn more about how Susan can bring her expertise to your next event, please [contact us](#).

## WHAT PEOPLE SAY

*"The feedback has been excellent. Susan and her eye-opening predictions for the future were one of the hits of the event. Please do pass on my thanks."*

**— Adrian Cox, Head of Communications and Marketing, Deutsche Bank - Global Markets**

*"Can you please pass on my sincere thanks to Susan for attending and speaking at our event last Tuesday. I have received nothing but extremely favourable feedback from our guests and Susan's contribution certainly made the evening a huge success."*

**— Andrew Davies, Relationship Director, Barclay's Corporate**