

Neale Martin, Ph.D. is the author of the highly regarded book habit: the 95% of behavior marketers ignore. He is the CEO of Sublime Behavior Marketing a consultancy founded on understanding and changing consumer behavior. Neale is also developing a Habit-based consumer research center at the Coles College of Management, Kennesaw State University.

Neale helps companies uniquely understand their customers by providing insights into both conscious and unconscious consumer choice and usage behavior. Integrating cutting edge research methodologies with an updated model of consumer behavior, Neale is able to help companies design, develop, and market products and services that become habit forming.

Neale has a Ph.D. in marketing from the College of Management, Georgia Institute of Technology. He is a prolific author, speaker, and noted futurist in the communications arena.

Neale lives in Marietta, GA with his wife, daughter and two Border Collies.