

Speaker: Dr. Avery Gilbert

Smell Scientist
Author, *What the Nose Knows*

*An expert on human odor perception
and the cultural impact of smell*



A smell scientist and olfactory entrepreneur, Dr. Avery Gilbert is the author of *What the Nose Knows: The Science of Scent in Everyday Life*, the acclaimed book that takes readers on a witty, whirlwind tour of the science behind our least-known sense.

Avery is a frequent guest on television (CBS, CNN, FOX, MSNBC) and radio, including Science Friday (NPR), The Sporkful (NPR), and The Wayne Resnick Show (KFI-AM Burbank). He is often quoted in newspapers and magazines, including the *Wall Street Journal*, *Washington Post*, and *New York Times*. He blogs at FirstNerve.com and @scienceofscnt on Twitter. In Japan he appears in TV ads for Shiseido's Ag deodorant.

A Fellow of the Association for Psychological Science, Avery is known for groundbreaking research into the nature of odor perception, including his work on synesthesia, the phenomenon in which smells evoke associations to colors, sounds, and textures. He also co-authored the famous National Geographic Smell Survey.

In the commercial world, Avery worked behind the scenes to create some of the world's best-selling perfumes. He helped launch DigiScents, Inc., a Silicon Valley startup that brought smell to the internet, and founded Cranial One Corporation to produce rapid smell tests for doctors. He is an advisor to Aromyx Corporation which is creating the world's first olfactory receptor biochip.

A social observer with a keen sense of irony and an engaging take on popular culture, Avery gives a fast-paced, entertaining and informative talk, backed by striking visuals. He has captivated audiences at universities, trade shows, public venues, and corporate events.

*"Avery Gilbert is the David Sedaris of the nostril,
the Mark Twain of the nasal passages."*

—Alan R. Hirsch, M.D.
Journal of the American Medical Association

Availability: Dr. Gilbert is based in Fort Collins, CO and flies out of Denver. His speaking fee is \$2,000 plus travel expenses. A detailed bio and list of previous engagements are available on request. Direct inquiries to avery.gilbert@gmail.com

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