

# Speaker: Dr. Avery Gilbert

Smell Scientist  
Author, *What the Nose Knows*

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



Photo: Jessica Klima

Avery Gilbert is an experienced and entertaining public speaker. He has addressed national sales meetings and medical conventions as well as smaller gatherings. His specialty is presenting the science of smell to general audiences in a vivid, easy-going, and accessible way. Gilbert tailors his remarks to the interests and concerns of specific audiences, such as companies and trade associations.

Avery is a smell scientist with a Ph.D. in psychology from the University of Pennsylvania and an extensive record of scientific publications. He 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 workings of our least-known sense.

Avery has worked in the perfume industry and is also known as an olfactory entrepreneur (DigiScents, Inc. and Cranial One Corporation). His latest venture is Headspace Sensory LLC, a startup that uses sensory analysis to explore the aromas of cannabis and hemp.

Avery is a frequent guest on television (CBS, CNN, FOX, MSNBC) and radio (NPR Science Friday, The Sporkful). He is often quoted in newspapers and magazines, including the *Wall Street Journal*, *Washington Post*, and *New York Times*. He blogs at FirstNerve.com. In Japan he has appeared in TV ads for Shiseido's DEO24 product.

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.

*“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. A detailed bio, list of previous engagements, and speaking fees available on request to [avery.gilbert@synesthetics.com](mailto:avery.gilbert@synesthetics.com).

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