

# FRIEDERIKE FABRITIUS

NEUROPSYCHOLOGIST  
AUTHOR · KEYNOTE SPEAKER

## Short Bio

**Friederike Fabritius**, MS, is neuroscientist, keynote speaker, and award-winning author. Trained at the Max Planck Institute for Brain Research and an alumna of McKinsey & Co., she delivers brain-based leadership programs to Fortune 500 executives and organizations around the globe to transform how they think, innovate, and navigate change. She's the lead author of the book *The Leading Brain: Neuroscience Hacks to Work Smarter, Better, Happier* (Random House) which has been translated internationally and received numerous awards. Friederike has five kids and is fluent in six languages.

## Long Biography

FRIEDERIKE FABRITIUS, MS, is a neuroscientist, keynote speaker, and award-winning author. She applies insights from neuroscience to guide organizations, teams and individuals towards achieving higher or peak performance, more innovation, and greater well-being. As a leadership specialist, she has extensive experience in working with top executives at Fortune 500 companies. Now a sought-after keynote speaker, she has captivated and inspired audiences at events hosted by large multinational corporations, such as Bayer, Audi, Volkswagen, Google, Siemens, trivago, Montblanc, LafargeHolcim, and thyssenkrupp as well as Deloitte, Ernst & Young, and Harvard Business Review.

Friederike is the award-winning author of *The Leading Brain: Neuroscience Hacks to Work Smarter, Better, Happier* (Penguin/Random House, 2017). The book has been translated into multiple languages and has won many accolades as both fascinating and fun.

A neuropsychologist by education, Friederike focuses on giving keynote speeches to help leaders use solid scientific findings to increase their effectiveness. She is also an expert in brain-friendly learning. Friederike herself has used these methods to learn six languages that she now speaks fluently.

After starting at the Max Planck Institute for Brain Research and then continuing as a management consultant with McKinsey, Friederike now applies her unique expertise in leadership as a keynote speaker. She has empowered countless clients to reach their full potential and deliver peak performance at make-or-break moments.

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Friederike serves on the council of Acatech, The German Academy of Technology, which advises the German government regarding new technology, digitalization, and artificial intelligence.

She's also a member of the advisory board of NeuroColor, a company that uses neuroscience to understand personality.

Building on the success of *The Leading Brain* in the workplace, Friederike is currently at work on a new book on the neuroscience of diversity.

She lives in Germany with her husband and their five kids.