

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 has 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.

After leading an R&D group in the perfume industry, he became known as an olfactory entrepreneur (DigiScents, Inc. and Cranial One Corporation). He is the founder of 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) and is regularly quoted in the print media (*Wall Street Journal*, *Washington Post*, *New York Times*). He writes at averygilbert.substack.com. In Japan he has appeared in TV ads for Shiseido underarm deodorant products.

Avery has spoken on many topics. A partial list includes aromatherapy, human pheromones, Smell-O-Vision, age and sex differences in odor perception, the mental links between smells, colors, sounds, and textures, and consumer appreciation of cannabis aroma.

Availability: Dr. Gilbert is based in Fort Collins, Colorado and flies out of Denver. A detailed bio, list of previous engagements, and speaking fees are available on request to contact@synesthetics.com.