

Dr. Zoe Chance

Author and Senior Lecturer, Yale School of Management

Zoe Chance is a writer, teacher, researcher, and climate philanthropist. She's obsessed with the topic of interpersonal influence and her bestselling book is called *Influence Is Your Superpower: The Science of Winning Hearts, Sparking Change, and Making Good Things Happen*. It is being published in 28 languages.

Zoe earned her doctorate from Harvard and now teaches the most popular course at Yale School of Management (Mastering Influence and Persuasion). Her research is published in top academic journals and covered in global media outlets. She speaks on television and around the world, and her framework for behavior change is the foundation for Google's global food policy.

Before joining academia, Zoe managed a \$200 million segment of the Barbie brand, helped out with political campaigns, and worked in less glamorous influence jobs like door-to-door sales and telemarketing. She lives with her family in New Haven, CT.

[zoechance.com](http://zoechance.com)

