

DANIEL KRAWCZYK, PHD

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Dan Krawczyk, Deputy Director of Research at Center for BrainHealth® explores how brain science influences everyday behaviors. Over the past 20 years, he has researched how to improve reasoning and decision making – working as an author, podcaster and professor of psychology and neuroscience.

Dr. Krawczyk has led multiple federally funded research studies to evaluate thinking and cognitive performance. His lab uses a diversity of research methods, including behavioral studies, machine learning, brain imaging and brain stimulation. His work has focused on reasoning by analogy, decision framing and cognitive improvement.

Writing books alongside peer-reviewed scientific articles, Dr. Krawczyk is the author of *Reasoning: The Neuroscience of How We Think*, a comprehensive, 13-chapter interdisciplinary guide to how people make decisions, and co-author of *Understanding Behavioral BIAS: A Guide to Improving Financial Decision-Making*. His writing reflects an intensively multi-disciplinary research process, applying evidence from neuroscience, psychology, development, economics, biology and technology.

Dr. Krawczyk continues to share his passion for scientific inquiry with larger audiences through speaking, writing and science. His current interests include finance, art, health, medicine and human expert performance.