



Paco Underhill

Paco Underhill is Founder and CEO of Envirosell Inc. a global research and consulting firm Envirosell. Anchored in New York City with branch offices across the world. The firm, among other specialties, is the principal testing agent for prototype stores and bank branches in the world. Paco and his colleagues have spent more than 25 years conducting research on the interaction between people, places, services and things.

Paco helps companies understand what motivates the behaviors of today's consumer. His research shows how today's retail world is ruled by factors such as gender, "trial and touch" and human anatomy. Beyond merchants, Envirosell's major clients include: Microsoft, Hewlett Packard, Kraft, Unilever, adidas, Nokia and Coca-Cola.

Underhill and Envirosell have been profiled by major publications, such as: *The New Yorker*, *Fortune*, *Fast Company*, *Business Week* and *Smithsonian Magazine*, and have been featured on ABC's *20/20*, CBS's *48 Hours*, *Good Morning America*, *The News Hour with Jim Lehrer News*, the National Geographic Channel and just to list a few. Paco is a regular contributor to NPR and BBC Radio. His columns and editorials have appeared in the *New York Times*, *Money Magazine*, and the *Wall Street Journal*. His first book, *Why We Buy: The Science of Shopping* has been published in 1999 is out in twenty-seven languages, and has sold more copies than any other retail book in history. His latest book *Why We Buy: Updated and Revised for the Internet, the Global Consumer and Beyond* is a completely updated edition of the global bestseller. *Call of the Mall: The Geography of Shopping*, was released in February 2004 by Simon & Schuster. It is a dark, humorous walking tour of an American shopping mall. It too, is out in many different languages.

Paco is currently working on new book - the working title is *The Female Factor - The Worship of Goddesses*. In it he reviews how the changing status of women is affecting the physical world we live in.