



## **Zack Lynch**

Zack is the founder and executive producer of the NeuroGaming Conference which sprung to life from the intersection of his work as a leader in the neurotech industry along with his visionary 50 year view of how neuroscience will impact humanity, detailed in his best selling book *The Neuro Revolution: How Brain Science Is Changing Our World* (St. Martin's Press).

Zack is the founder and executive director of the Neurotechnology Industry Organization. NIO is the first and only trade group that lobbies and advocates on behalf of companies involved in neuroscience (drugs, devices, cell-based therapeutics and diagnostics), brain research institutes, patient advocacy groups, and brain research foundations worldwide. Nearly 120 organizations have joined NIO in order to accelerate treatments and cures for brain and nervous system illnesses. He was previously Managing Director and co-founder of NeuroInsights, a market research firm covering the neurotechnology industry, and a social forecaster advising global organizations on the impact of neurotechnology on business, government and society. He was also the co-founder and CEO of HealthRally, a neurosoftware company focused on crowd-funded behavioral motivation.

Mr. Lynch serves on the advisory boards of the McGovern Institute for Brain Research at MIT, Center for Neuroeconomic Studies, Center for Cognitive Liberty & Ethics, the Institute for Global Futures, the Center for Neuroscience and Society at the University of Pennsylvania and several private companies.

He is the publisher of the investment newsletter, Neurotech Insights and co-author of NeuroInsights annual report on *The Neurotechnology Industry Report*, a 600 page strategic investment guide to commercial neuroscience markets. Previously, he was an executive and founder of several enterprise software companies in profit optimization and collaborative forecasting. Zack received an MA in Economic Geography, BS in Evolutionary Biology and BS in Environmental Science, all from UCLA.