

**Curriculum Vitae**  
**July 2026**

**David T. Neal, Ph.D.**  
**Founding Partner**  
**Catalyst Behavioral Sciences LLC**  
[www.catalystbehavioral.com](http://www.catalystbehavioral.com)

**Prior appointments** \_\_\_\_\_

2010-2013      Founding Partner, Empirica Research PTY LTD

2009-2011      Assistant Research Professor of Psychology  
University of Southern California

2006-2009      Director, Social Science Research Laboratories  
Duke University

**Education** \_\_\_\_\_

2006 – 2009      Postdoctoral Fellow  
Duke University, Psychology and Neuroscience

2001 – 2005      Ph.D. in Social Psychology, University of Melbourne, Australia.  
Dissertation: Automatic influences of stereotypes and affect on  
judgment and decision-making

1996 – 2000      B.A. (Hons) University of Melbourne  
Majors: Psychology, Philosophy

**Peer Reviewed Publications** \_\_\_\_\_

Neal, D. (2022). Psychological considerations in designing trademark and false advertising survey questionnaires. Shari S. Diamond & Jerre B. Swann (Eds.) *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, 273-290.

Wood, W., Mazar, A., & Neal, D. (2021). Habits and goals in human behavior: Separate but interacting systems. *Perspective on Psychological Science*.

Townsend, C., Neal, D. T., & Morgan, C. (2019). The impact of the mere presence of social media share icons on product interest and valuation. *Journal of Business Research*, 100, 245-254.

Ascarza, E., Neslin, S. A., Netzer, O., Anderson, Z., Fader, P. S., Gupta, S., et al. (2018). In pursuit of enhanced customer retention management: Review, key issues, and future directions. *Customer Needs and Solutions*, 5(1-2), 65-81.

Carden, L., Wood, W., Neal, D. T., & Pascoe, A. (2017). Incentives activate a control mind-set: good for deliberate behaviors, bad for habit performance. *Journal of the Association for Consumer Research*, 2(3), 279-290.

- Labrecque, J. S., Wood, W., Neal, D. T., & Harrington, N. (2016). Habit slips: When consumers unintentionally resist new products. *Journal of the Academy of Marketing Science*, 1-15.
- Wood, W., & Neal, D. T. (2016). Healthy through habit: Interventions for initiating and maintaining health behavior change. *Behavioral Science and Policy*, 2(1), 71-83.
- Rothman, A. J., Gollwitzer, P. M., Grant, A. M., Neal, D. T., Sheeran, P., & Wood, W. (2015). Hale and hearty policies: How psychological science can create and maintain healthy habits. *Perspectives on Psychological Science*, 10(6), 701-705.
- Teyhen, D. S., Aldag, M., Centola, D., Edinborough, E., Ghannadian, J. D., Haught, A., Jackson, T., Kinn, J., Kunkler, K. J., Levine, B., Martindale, V.E., Neal, D. T., Snyder, L. B., Styn, M. A., Thorndike, F., Trabosh, V., & Parramore, D. J. (2014). Incentives to create and sustain healthy behaviors: Technology solutions and research needs. *Military Medicine*, 179, 1419-1431.
- Teyhen, D. S., Aldag, M., Edinborough, E., Ghannadian, J. D., Haught, A., Kinn, J., Kunkler, K. J., Levine, B., McClain, J., Neal, D. T., Stewart, T., Thorndike, F. P., Trabosh, V., Wesensten, N., & Parramore, D. J. (2014). Leveraging technology: Creating and sustaining changes for health. *Telemedicine and e-Health*, 20(9), 835-849.
- Teyhen, D. S., Aldag, M., Centola, D., Edinborough, E., Ghannadian, J. D., Haught, A., Jackson, T., Kinn, J., Kunkler, K. J., Levine, B., Martindale, V. E., Neal, D. T., Snyder, L. B., Styn, M. A., Thorndike, F., Trabosh, V., & Parramore, D. J. (2014). Key enablers to facilitate healthy behavior change: Workshop summary. *Journal of Orthopedic & Sports Physical Therapy*, 44, 378-387.
- Norton, M. I., Neal, D. T., Govan, C. L., Ariely, D., & Holland, E. (2014). The not-so-commonwealth of Australia: Evidence for a cross-cultural desire for a more equal distribution of wealth. *Analyses of Social Issues and Public Policy*, 14(1), 339-351.
- Neal, D. T., Wood, W., & Drolet, A. (2013). How do people adhere to goals when willpower is low? The profits (and pitfalls) of strong habits. *Journal of Personality and Social Psychology*, 104, 959–975.
- Neal, D. T., Wood, W., Labrecque, J., & Lally, P. (2012). How do habits guide behavior? Perceived and actual triggers of habits in daily life. *Journal of Experimental Social Psychology*, 48, 492–498.
- Moore, S. G., Neal, D. T., Fitzsimons, G., & Shiv, B. (2012). Wolves in sheep's clothing: When and how hypothetical questions influence behavior. *Organizational Behavior and Human Decision Processes*, 117, 168-178.
- Neal, D. T., Wood, W., Wu, M., & Kurlander, D. (2011). The pull of the past: When do habits persist despite conflict with motives? *Personality and Social Psychology Bulletin*, 37, 1428–1437.
- Neal, D. T., & Chartrand, T. L. (2011). Embodied emotion perception: Dampening and amplifying facial feedback modulates the accuracy of emotion perception. *Social Psychology and Personality Science*, 2, 673-678.
- Quinn, J., Pascoe, A., Wood, W., & Neal, D. T. (2010). Can't control yourself? Monitor those bad habits. *Personality and Social Psychology Bulletin*, 36, 499-512.
- Wood, W., & Neal, D. T. (2009). The habitual consumer. *Journal of Consumer Psychology*, 19,

579-592.

Neal, D. T., & Wood, W. (2008). Automaticity *in situ*: Direct context cuing of habits in daily life. In E. Morsella, J.A., Bargh, & P.M. Gollwitzer (Eds.), *The Psychology of Action, Volume 2: Mechanisms of Human Action*. Oxford University Press.

Neal, D. T., & Wood, W. (2008). Linking addictions to everyday habits and plans. *Behavioral and Brain Sciences*, 31, 455-456.

Neal, D. T., Wood, W., & Pascoe, T. (2008). Triggers of real-world habits. *Proceedings of the Annual Conference of the Association for Consumer Research*. Memphis, TN.

Wood, W., & Neal, D. T. (2007). A new look at habits and the habit-goal interface. *Psychological Review*, 114, 843-863.

Neal, D. T. (2007). Habit. In W.A. Darity (Ed.), *International Encyclopedia of the Social Sciences (2nd Ed.)*. Macmillan Reference, USA.

Neal, D. T., Wood, W., & Quinn, J. (2006). Habits: A repeat performance. *Current Directions in Psychological Science*, 15, 198-202.

Haslam, N., Bain, P., & Neal, D. T. (2004). The implicit structure of positive characteristics. *Personality and Social Psychology Bulletin*, 30, 529-541.

#### **Other Publications** \_\_\_\_\_

Neal, D. T., Vujcic, J., Burns, R., Wood, W., & Devine, J. (2016). Nudging and Habit Change for Open Defecation: New Tactics from Behavioral Science. The World Bank Group & Catalyst Behavioral Sciences.

Neal, D. T., Vujcic, J., Hernandez, O., & Wood, W. (2015). The Science of Habit: Creating Disruptive and Sticky Behavior Change in Handwashing Behavior. Washington, D.C., USAID/WASHplus.

Cuddy, A. J. C., Govan, C. L., Neal, D. T., & Coster, A. (2012). "Qantas Luxury: Grounded Flights, First-class Pajamas, and Twitter Hashtags." Harvard Business School Case N9-912-026.

Neal, D. T., Govan, C., Norton, M., & Ariely, D. (2011a). Australian attitudes towards wealth inequality and the minimum wage.

Neal, D. T., Govan, C., Norton, M., & Ariely, D. (2011b). Australian attitudes towards wealth inequality and the progressive taxation.

#### **Invited Keynotes and Presentations** \_\_\_\_\_

Sep 2025 Invited panelist. Unveiling the Power of Consumer Surveys in IP Litigation: Strategic Insights and Case Studies. CLE Seminar: The Knowledge Group.

May 2025 Invited panelist. Surveys in Intellectual Property Litigation. CLE Seminar. Practicing Law Institute.

April 2024 Invited lecture. Tackling "introspection bias" in consumer research: When and how should we go beyond self-report? Procter and Gamble Global Products Research

Technology Council.

- June 2023 Invited lecture. Promising Practices Seminar Series sponsored by the U.S. Centers for Disease Control and Prevention.
- May 2022 CLE Webinar. Use of surveys in patent litigation. The San Francisco Intellectual Property Law Association (SFIPLA).
- Nov 2021 Invited lecture. UNC-Chapel Hill. Master's in Applied Statistics.
- Oct 2021 Invited lecture. Abbott. Consumer Survey Design.
- Aug 2021 Keynote Speaker: Habit Day Event.
- Oct 2019 Speaker. R-SHOT: Results of the Zika Grand Challenge Experience. USAID. Washington, DC.
- Nov 2018 Invited address. Habit, Behavior Change and the National Diabetes Prevention Program. The Centers for Disease Control and Prevention. Atlanta, GA.
- Apr 2018 Speaker. Food as Medicine Conference. University of Pennsylvania.
- Oct 2017 Guest speaker. Wharton Business School, University of Pennsylvania.
- Aug 2017 Speaker. Habits Conference, University of Southern California
- Mar 2017 Guest speaker. Miami Business School, University of Miami .
- Dec 2016 Keynote address. Physician Organization Exchange. Torrey Pines, CA.
- Nov 2016 Keynote address. Norton Medical Group Summit. Louisville, KY.
- Oct 2016 Guest speaker. Habit and Behavior Change. World Vision, Washington, DC.
- Sep 2016 Guest speaker. GAIN Thought Leaders Discussion Event, Washington, DC.
- Sep 2016 Moderator. Behavioral Economics and SBCC. Springboard for Health Communication.
- May 2016 Guest speaker. Triennial Invitational Choice Symposia, Alberta, Canada.
- Apr 2016 Keynote address. Health Leaders Media Population Health Exchange, Austin, TX.
- Apr 2016 Expert panelist. Behavioral Economics in Reproductive Health Initiative, New Orleans, LA.
- Feb 2016 Keynote address. SBCC Summit, Ethiopia, Africa.
- Nov 2015 Guest speaker. USAID Nudges & Tactics to Reduce Open Defecation, Washington, DC.
- Aug 2015 Keynote address. Health Leaders Media CFO Exchange, Colorado Spring, Texas.
- Jan 2015 Presentation. Surgeon General of the US Army. Brain Health Consortium, Fairfax, Virginia.

- Aug 2014 Presentation. Habit and behavior change. Cincinnati Children's Hospital.
- May 2013 Keynote address. National Center for Women and Information Technology, Annual Summit, Tucson, AZ.
- Jul 2012 Guest speaker. Control and the Absent Mind Conference, Essen, Germany.
- Oct 2011 Keynote address. EU Cognition Conference, Groningen, Netherlands.
- Feb 2011 Symposium presentation. Society for Personality and Social Psychology Annual Conference, San Antonio, Texas.
- Oct 2010 Colloquium presentation. Psychology Department. San Diego State University.
- May 2008 Colloquium presentation. Department of Epidemiology and Health. University College London.
- May 2008 Guest speaker. London School of Hygiene and Tropical Medicine.
- Jan 2008 Symposium presentation. Society for Personality and Social Psychology Annual Conference, Albuquerque, NM.

**Testimony at Trial or Deposition Last Five Years \_\_\_\_\_**

Ford Motor Company v. Vintage Modern, Inc. d/b/a Vintage F/K/A Vintage Broncos, LLC And Vintage Broncos, Inc., Vintage Modern Subsidiary, LLC F/K/A Vintage Modern, LLC and Chau Nguyen. United States District Court for the Northern District of Georgia, Atlanta Division.

Conzor Engineers, LLC v. Domain Assets LLC D/B/A Consor IP Experts. United States District Court for the Southern District of California: San Diego Division.

Delta Airlines Inc. v. Marriott International, Inc. & Marriott Worldwide Corporation. United States District Court for the Northern District of Georgia: Atlanta Division.

Adidas America Inc and Adidas AG v. Aviator Nation Inc. and Paige Mykoskie. United States District Court for The District of Oregon, Portland Division

Mullen Industries, LLC v Samsung Electronics Co., Ltd., and Samsung Electronics America, Inc. United States District Court for the Eastern District of Texas, Marshall Division.

RightQuestion, LLC v. Verizon Business Network Services, LLC et al., and RightQuestion, LLC v. AT&T Inc, AT&T Corp., AT&T Mobility LLC, AT&T Mobility II LLC, and AT&T Services Inc. United States District Court for the Eastern District of Texas, Marshall Division.

ExeGi Pharma, LLC, and Claudio De Simone v. VSL Pharmaceuticals, Inc. United States District Court District of Maryland, Southern Division.

Qingdao Maxwell Commercial and Trading Company LTD v. Zero Technologies, LLC. United States District Court for the Eastern District of Pennsylvania.

PSI Marine, Inc. et al. v. Seahorse Docking, LLC. United States District Court for the District of Connecticut.

Polaris Powerled Technologies LLC v. Samsung Electronics Inc., Samsung Electronics Co., LTD, and Samsung Display Co., LTD. United States District Court for the Eastern District of Texas, Marshall Division.

Enterprise Holdings Inc. v. Europcar International. In The United States Patent and Trademark Office Before the Trademark Trial and Appeal Board.

Apollo Healthcare Corp. d/b/a Apollo Health and Beauty Care v. Sol de Janeiro USA Inc. and Sol de Janeiro IP, Inc. United States District Court for the Southern District of New York.

FujiFilm North America Corporation v. PLR IP Holdings, LLC and PLR Brand Services, LLC. United States District Court for the Southern District of New York.

The Pennsylvania State University v. Vintage Brands, LLC. United States District Court for the Middle District of Pennsylvania.

Nike, Inc. v. StockX, LLC. United States District Court for the Southern District of New York.

Dr. Mark A. Barry v. DePuy Synthes Products, Inc., Medical Device Business Services, Inc., and DePuy Synthes Sales, Inc. D/B/A/ DePuy Synthes Spine. United States District Court for the Eastern District of Pennsylvania.

The California Institute of Technology v. Samsung Electronics Co, Ltd., and Samsung Electronics America, Inc. United States District Court for the Eastern District of Texas, Marshall Division.

Delta Airlines Inc. v. Marriott International, Inc. & Marriott Worldwide Corporation. United States District Court for the Northern District of Georgia: Atlanta Division.

Edible IP, LLC & Edible Arrangements LLC v. 1-800-FLOWERS.COM, Inc.; & 800-FLOWERS, Inc. United States District Court for the Northern District of Georgia: Atlanta Division.

RVCFloor Décor, Ltd., v. Floor & Decor Holdings, Inc. and Floor and Decor Outlets of America, Inc. United States District Court for the Eastern District of New York.

The Pennsylvania State University v. Vintage Brands, LLC. United States District Court for the Middle District of Pennsylvania.

Sinomax USA Inc. v. American Signature Inc. United States District Court for the Southern District of Ohio, Eastern Division.

Stitch Editing Ltd. v. Tiktok, Inc., Tiktok Llc, Tiktok Ltd., and Bytedance Ltd. United States District Court for the Western District of California.

Adidas America, Inc., an Oregon Corporation; and Adidas AG, a Foreign Entity v. Thom Browne Inc. United States District Court for the Southern District of New York.

Hermès International and Hermès of Paris, Inc., v. Mason Rothschild. United States District Court for the Southern District of New York.

State of Arizona ex rel. Mark Brnovich, Attorney General v. Google LLC, a Delaware limited liability company. The Superior Court of the State of Arizona in and for the County of Maricopa.

RightQuestion, LLC, v. Samsung Electronics Co., LTD., and Samsung Electronics America, Inc. United States District Court for the Eastern District of Texas, Marshall Division.

Luckenbach Texas, Inc., v. Stewart Skloss, Stemma Holdings, L.P., Luckenbach Road Whiskey Distillery, LLC, Luckenbach Whiskey, LLC, LRW Ventures, LLC, Frontier Spirits, LLC, and Pura Vida Spirits Company, LLC. United States District Court for the Western District of Texas, Austin Division.

Growmark, Inc., v. Hanse Orga GMBH. United States Patent and Trademark Office, The Trademark Trial and Appeal Board.

Deckers Outdoor Corporation v. Walmart Inc & Does 1-10. United States District Court for the Central District of California.

Adidas America Inc. and Adidas AG v. Fashion Nova Inc. United States District Court for the District of Oregon, Portland Division.

TherapeuticsMD v. Evofem Biosciences Inc. United States District Court for the Southern District of Florida, West Palm Beach Division.

River Light V, L.P. and Tory Burch LLC, v. Olem Shoe Corp. United States District Court for the Southern District of New York.

Solid 21, Inc. v. Richemont North America, Inc.; Richemont International, S.A.; and Montblanc-Simplo GMBH. United States District Court for the Southern District of New York.

D. H. Pace Company, Inc., D/B/A Overhead Door Company of Atlanta and Overhead Door Company of Kansas City v. OGD Equipment Company, LLC. United States District Court for the Northern District of Georgia, Atlanta Division.

Gree Inc. v. SuperCell OY. United States District Court for the Eastern District of Texas, Marshall Division.

Solid 21, Inc. v. Breitling U.S.A., Inc. and Breitling SA (a/k/a Breitling AG). United States District Court for the Southern District of Connecticut.

Gree Inc. v. SuperCell OY. United States District Court for the Eastern District of Texas, Marshall Division.

Oroville Dam Cases. Superior Court of California. County Of Sacramento.

American Airlines, Inc. v. Delta Airlines, Inc. United States District Court for the Northern District of Texas, Fort Worth Division.

Gree Inc. v. SuperCell OY. United States District Court for the Eastern District of Texas, Marshall Division.

Bluetooth SIG Inc. v. FCA US LLC. United States District Court for the Western District of Washington, Seattle Division.

Jam Cellars, Inc. v. The Wine Group LLC. United States District Court for the Northern District of California.

AWGI, LLC, Atlas Logistics, Inc. and Atlas Van Lines, Inc., V. Atlas Trucking Company, LLC., Atlas Logistics, LLC., and Eaton Steel Bar Company, Inc. United States District Court for the Eastern

District of Michigan.

Solid 21, Inc. v. Ulysse Nardin, Usa Inc. A/K/A/ Ulysse Nardin, Inc.; Kering, S.A.; and Ulysse Nardin SA. United States District Court for the Southern District of Florida.

OGD Equipment Co. D/B/A Overhead Garage Door, LLLC, v. Overhead Door Corporation and Overhead Door Company of Lubbock, Inc. United States District Court for the Eastern District of Texas, Sherman Division.

Corus Realty Holdings, Inc. v. Zillow Group, Inc., Zillow, Inc., and Trulia, LLC. United States District Court for the Western District of Washington.

Dr. Mark A. Barry v. DePuy Synthes Products, Inc., Medical Device Business Services, Inc., and DePuy Synthes Sales, Inc. D/B/A/ Depuy Synthes Spine. United States District Court for the Eastern District of Pennsylvania.

Mahindra & Mahindra, LTD. and Mahindra Automotive North America, Inc. v. FCA US LLC. United States District Court for the Eastern District of Michigan.

RVCFloor Décor, Ltd., V. Floor & Decor Holdings, Inc. and Floor and Decor Outlets of America, Inc. United States District Court for the Eastern District of New York.

Ferring Pharmaceuticals Inc., Ferring B.V., and Ferring International Center S.A., v. Serenity Pharmaceuticals, LLC, and Reprise Biopharmaceutics, LLC. United States District Court for the Southern District of New York.

**Teaching Experience** \_\_\_\_\_

University of Southern California (2009-2011)

Professor of Research Methodology

Duke University (2005-2009)

Research Fellow teaching Consumer Psychology and Research Methodology

**Expert Journal Reviewer** \_\_\_\_\_

Basic and Applied Social Psychology

European Journal of Social Psychology

Journal of Consumer Research

Journal of Marketing Research

Journal of Personality and Social Psychology

Journal of Experimental Social Psychology

Personality and Social Psychology Bulletin

Psychological Science

Social Influence

Social and Personality Psychology Compass

Social Cognition

**Awards and Fellowships** \_\_\_\_\_

U.S. Centers for Disease Control and Prevention (2019-2023), Research Grant to Investigate Retention and Enrollment Predictors in the National Diabetes Prevention Program, \$1,515,000.

2012 Society for Consumer Psychology, Park Outstanding Contributor Award (jointly with Professor Wendy Wood)

NSF Major Equipment Grant (2008-2009), \$252,000. Co-PI.

Australian Postgraduate Award, 2001-2005, (\$60,000)