

[Per L](#)

BehaviorTech, Disruptive innovation, Transformation, Entrepreneurship

Per Lagerstrom challenges convention. He is a dynamic thought leader and trusted advisor who fervently champions the synergy between human behavior, technology, and adaptive strategies to forge transformative outcomes for humans, businesses and society.

With a rich history of 30 years in venture building, Board roles and strategy consulting, combined with a profound grasp of AI and the latest scientific advancements, Per catalyses growth and innovation in both prosperous and challenging environments.

He is the founding father of BehaviorTech, a term that he coined in 2020 after a decade of pioneering work in the convergence of human science, AI, technology and economics, the exit of his first BehaviorTech venture and the deeply personal impact Covid had on his family.

He is currently authoring a book titled *Game Changers and Life Changers*, in which he will share an audacious vision for the ways in which BehaviorTech is set to give rise to unprecedented ventures with the power to change the trajectories of lives and business on a global scale.

He is the CEO of Yellowspot, the Ireland based venture studio that he co-founded in 2021 to ideate and take to market the next generation of game changing BehaviorTech ventures.

Yellowspot brings together investors, partners and entrepreneurs to innovate in verticals where human behaviours, mindsets and physiology have a material impact on business & life outcomes - and where current systems and business models have major shortcomings in efficacy, efficiency, user experience and ethics.

The current portfolio focus includes ground breaking ventures in financial planning & risk advisory, market research and precision marketing techniques, elder care & longevity, education & accelerated learning, executive search and personal growth & transformation.

These ventures disrupt value chain economics, place empowered humans at the centre, democratises access to 'intelligent' services, are founded in science and make innovative use of the latest AI & tech.

His career took root at McKinsey & Company, where he dedicated 15 years to unlocking value and driving innovation for his clients as a Partner. This pivotal experience fuelled his passion for pioneering more effective approaches to change—seeking pathways that yield rapid and sustainable results.

Per seeks out spaces of disruption and 'messy' change – and feels the most alive when he finds them. His journey has taken him to East Germany after the Berlin Wall fell, to post-apartheid South Africa, compelled him to traverse Central America on motorcycle during a time of conflict, and to found an HR tech startup in collaboration with MIT's MediaLab long before AI and human sensing technologies were cool.

He is a futurist to the core. Per has an uncanny ability to connect seemingly unrelated dots, bringing the future to the here and now and making it come alive. His ability is anchored in a restless mind, deep knowledge of science, AI, technology and economics as well as decades of business experience on the global stage.

Per delves deeply into the science of human cognition and the transformative capabilities of technology. Over the past decade, he has seamlessly woven together board roles, senior advisory positions, executive coaching and entrepreneurial ventures, founding AI-powered startups in market research, human resources, and financial services.

A relentless advocate for significant shifts in performance and innovation, Per excels at navigating complexity and ambiguity with a keen instinct for building alliances and empowering leaders. His unique pattern recognition across various sectors and geographies positions him as a trusted advisor for clients spanning Europe, Africa, and the Americas—from financial services and retail, to technology and basic materials.

Armed with a Master's degree in economics from the London School of Economics, Per approaches problem-solving with boldness, big thinking, and a boundless drive to actualize potential on a grand scale.

As a non-executive advisor, Per disrupts conventional wisdom with clarity and irreverence, igniting energy where hesitation once reigned. He is committed to turning visionary ideas into reality, championing the belief that success thrives at the intersection of science, AI, technology and economics.

As a speaker, he is incisive, creates energy and takes his audiences on an inspiring journey that is at once sublimely unexpected and highly relevant.