

## Stephen Young: Biography

### Behavioural economics

Stephen Young talks about, writes about, presents and teaches behavioural economics - the economics which accepts that we are not always rational, have emotions, may not act in our own best interests, have limited time and decision-making capacity, are influenced by others and can be swayed by emotions and the power of stories.

Stephen uses behavioural economics to show how we make choices - not just what we buy, but also our decisions around health, the environment and life in general. As an independent consultant for public and private sector clients, Stephen's presentations and workshops stimulate audiences to think about how behavioural economics can help to explain and change behaviour in business, in policy and in personal situations.

Stephen lectures at the [University of Brighton Business School](#) and the [Brighton and Sussex Medical School](#), and began teaching behavioural economics in response to the global economic crisis of 2008. Stephen creates and delivers engaging and interactive workshops for postgraduates from a wide range of backgrounds and disciplines, including MBAs, MSc Marketing, public health professionals, clinicians, commissioners, and GPs.

Despite being a behavioural economist, Stephen is sufficiently rational to be [car-free](#) by choice. A former chair of Brighton and Hove [Living Streets](#) Group, he is a pedestrian advocate on [Brighton & Hove City Council Transport Partnership](#).

### Markets, strategy, regulation and public policy

Stephen has extensive experience of working in both public and private sectors, with a prior commercial background in the economics, strategy and regulation of global digital networks and services. In a series of ground-breaking reports on markets and strategy, Stephen predicted the transformation of the telecoms sector by competition, including the destruction of margins in international telecoms; the boom-bust cycle of the bandwidth explosion; and the role of data centres in hosting the interconnected networks and servers of the digital economy.

As an independent consultant, Stephen has worked for clients including the [United Nations International Telecommunication Union](#), and was previously Principal Analyst at ICT advisory firm, [Ovum Ltd](#). Prior to that, he was in charge of public policy, public affairs and EU regulation at Europe's first full-service challenger telecoms company, [Mercury Communications Ltd](#).

### Publications, conferences and workshops

Stephen has spoken at, or chaired, more than 70 UK and international conferences. He has also led, or spoken at, nearly 60 workshops and customer briefings for corporate and public sector clients - in Europe, Africa, the US and throughout the Asia-Pacific region. He has been published in over 60 books and reports, chapters in books and reports, and press and journal

articles. Stephen has been director, manager or subject expert on over 20 consultancy studies for clients including corporates, governments and regulators.

### Qualifications and accreditations

BA Economics, First Class Honours; MA Politics and Government, with Distinction; Diploma, Chartered Institute of Marketing; Post Graduate Certificate, Learning and Teaching in Higher Education; Fellow, [Higher Education Academy](#); Licentiate, [Royal Photographic Society](#).  
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### Recent publications and speaking engagements

Young, S. (2018) *The Rise and Rise of Behavioural Economics*. Presentation to IFAs for Investec, London, October 2018.

Young, S. (2018) *Rethinking Economics: Workshop on An Introduction to Pluralist Economics: Behavioural Economics*. Sussex University Pluralistic Economics Group, Falmer, April 2018.

Young, S. (2018) *Economics, Behavioural and Otherwise*. Presentation to Lancing College Economics and Business Society, Lancing, February 2018.

Young, S. (2017) Chapter 6, *Behavioural Economics*, in [Rethinking Economics: An Introduction to Pluralist Economics](#), Editors: Liliann Fischer, Joe Hasell, J Christopher Proctor, David Uwakwe, Zach Ward Perkins and Catriona Watson. London: Routledge 2017.

Young, S. (2017) *Change Minds or Change Behaviour? Can we be Nudged to Healthier Eating?* Workshop for [Brighton & Hove Food Partnership](#), Brighton. February 2017.

Young, S. (2016) *Behavioural Economics, Brexit and Business: Complex Choices and Difficult Decisions*. Workshop for [MDHUB](#), Attenborough Centre, Falmer. October 2016.

Young, S. (2016) Subject expert on behavioural economics for National Social Marketing Centre smoking cessation study for Brighton & Hove CCG. *Smoking 'Nudge' Project*. Unpublished.

Young, S. (2015) *The Economic Crisis & The Crisis In Economics: Where Does Behavioural Economics Fit?* Presentation to Sussex University Pluralist Economics Gp., Falmer, March 2015.

Young, S. (2015) *The Behavioural Economics of Owning a Car*. Economic Rockstar podcast with Frank Conway. <http://www.economicrockstar.com/stephenyoung>

Young, S. and Caisey, V. (2015) *Behavioural Economics and Social Marketing: Points of Contact?* Chapter 4 in *Volume II: Conceptual, Theoretical and Strategic Dimensions of Social Marketing*. Stewart, D. (Ed) *Handbook of Persuasion and Social Marketing*. NY: Praeger. 2015.  
<http://www.abc-clio.com/product.aspx?isbn=9781440804045>