

Robin Krieglstein Bio

Robin Krieglstein is an expert at the intersection of brain science, gamification, and health behavior change. He is the Founder and CEO of Live Neuron Labs, a behavioral design consultancy that helps healthcare organizations, nonprofits, and public agencies design patient activation programs that align with how people actually think, feel, and decide.

For more than two decades, Robin has applied neuroscience, behavioral science, and gamification to improve real-world outcomes—ranging from patient engagement and adherence to sustained participation in large-scale health programs. His work spans consumer and enterprise initiatives and has supported organizations such as the American Heart Association, Kaiser Permanente, UnitedHealthcare, the Ad Council, and the American Medical Association.

Robin was a guest researcher at the Stanford Behavior Design Lab for several years and served as President of the International Action Design Network, the global professional community for applied behavioral science practitioners. His experience spans a wide range of media, including apps, wearables, digital platforms, communications, and live experiences. He is known for his practical, systematic behavioral design framework that makes it efficient to apply brain science within real-world project constraints.