

MichaelAaron Flicker

Entrepreneur | Behavioral Science Strategist | Thought Leader

## Professional Overview

Founder & President, XenoPsi Ventures

Behavioral Science Strategist • Brand Incubator • Thought Leader

MichaelAaron Flicker is an American entrepreneur, behavioral science strategist, and the founder and CEO of XenoPsi Ventures - a brand incubator providing financial, marketing, and intellectual capital to a growing portfolio of companies. He launched the firm when he was 14 years old in his parent's basement and has since grown it into one of America's fastest-growing private companies. He's president of 9 thriving companies in the portfolio, has consulted with over 100 brands and is co-author of *Hacking the Human Mind: The behavioral science secrets behind 17 of the world's best brands* - launching September 30, 2025.

## Thought Leadership & Industry Impact

A recognized thought leader at the intersection of business and marketing, MichaelAaron founded the Consumer Behavior Lab dedicated to teaching brands across the United States how behavioral science principles can be applied to help them grow. In addition to ideating, founding and leading multiple ventures within XenoPsi's portfolio, MichaelAaron consults with Fortune 500 companies and venture-backed startups on solving their biggest problems. His thought leadership is regularly featured in his Fast Company series, throughout industry publications and at conferences and industry events.

## Portfolio & Ventures

Within XenoPsi Ventures, MichaelAaron leads multiple companies, including Method1, Function Growth, and Z/Axis Strategies, helping brands and political movements scale through a unique model of outcomes-based evaluations and revenue share partnerships. He is also the founder of Wellow, a premium direct-to-consumer compression sock brand thriving with no outside capital, and Fizz District, a line of handmade sodas, seltzers, and zero-proof cocktails in drive-thru locations.

## Media & Public Speaking

He co-hosts the Behavioral Science for Brands Podcast where he explores the latest applications of behavioral science with leading academics and marketing practitioners.

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### Recognition & Advisory Roles

In 2022, he was named one of NJBIZ's "40 Under 40", and he currently serves as a Board Advisor to both Shady Rays and Cape Tide.

### Community Leadership

A dedicated community leader, he serves as Executive Director of Super Science Saturday, a beloved Northern New Jersey science celebration for kids. He also chairs multiple scholarships supporting students in music, leadership, and social justice.

### Education & Awards

MichaelAaron holds degrees in Political Science and Philosophy from Boston College's Honors Program, where he wrote his senior thesis on language and communication. As a student, MichaelAaron was honored with awards including the Irwin B. Somerville Award, the Arthur Little Scholarship for Young Entrepreneurs, and the Derekh Eretz Award — early recognition of a lifelong drive to lead, create, and contribute.

### Personal Life

He lives in New Jersey with his wife and three children, and when he's not building companies or decoding behavior, you'll likely find him reading and writing; two of his lifelong passions.