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Gad Saad

Gad Saad (/ˈɡæd ˈsæd/; Arabic: جاد سعد, Hebrew: גַּד סַעַד; born 13 October 1964) is a Canadian marketing professor at the John Molson School of Business at Concordia University.^[2] He has argued for applying evolutionary psychology to marketing and consumer behaviour.^{[3][4]} He wrote a blog for *Psychology Today* and hosts a podcast titled "The Saad Truth".

Early life and education

Saad was born in 1964 in Beirut, Lebanon, he is of Lebanese Jewish and Syrian Jewish ancestry.^[5] His family fled in October 1975 to Montreal, Quebec, Canada, to escape the Lebanese Civil War.^[6] His elder brother, David, is a judoka who competed at the 1976 Summer Olympics.^[7] His nephew Ariel Helwani is a mixed martial arts (MMA) journalist.^[8]

He obtained a B.Sc. degree in Mathematics and Computer Science and an M.B.A. in Marketing from McGill University, and an M.S. in Management and a Ph.D. in Marketing from Cornell University.^[9]

Saad is an atheist who describes himself as culturally Jewish.^[10]

Career

Saad has been a professor of marketing at Concordia University since 1994. From 2008 until 2018, he held the Concordia University Research Chair in Evolutionary Behavioural Sciences and Darwinian Consumption. He has also held visiting professorships at Cornell University, Dartmouth College, University of California, Irvine and Northwood University (currently). He was an associate editor for the journal *Evolutionary Psychology* from 2012 to 2015.^[11] He is

Gad Saad



Saad in 2010

Born	13 October 1964 <div>Beirut, Lebanon</div>
Nationality	Lebanese, Canadian
Education	<u>McGill University</u> (BSc, MBA) <div><u>Cornell University</u> (MSc, PhD)</div>
Scientific career	
Fields	Marketing, <u>consumer behaviour</u>
Institutions	<u>Concordia University</u>
Thesis	<i>The adaptive use of stopping policies in sequential consumer choice</i> (https://newcatalog.library.cornell.edu/catalog/2707797) (1994)
Doctoral advisor	Edward Russo

YouTube information

Channel	GadSaad (https://www.youtube.com/channel/UCLH7qUqM0PLieCVaHA7RegA)
Subscribers	313 thousand ^[1]
Views	34.9 million ^[1]

an advisory fellow for the Centre for Inquiry Canada.^[12] Saad wrote a blog for *Psychology Today* titled *Homo Consumericus* from 2008 until 2020,^[13] and contributed to *The Wall Street Journal* in 2011.^[14]

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Website [gadsaad.com \(http://gadsaad.com\)](http://gadsaad.com)

Saad hosts a YouTube show titled *The Saad Truth*. As of February 2021, his channel has received more than 22 million views.^[15]

Research

Saad has researched how hormones affect and are affected by consumer behavior, such as how conspicuous consumption affects testosterone levels,^{[16][17]} how testosterone levels affect risk-taking,^{[18][19][20]} and how hormones in the menstrual cycle affect buying decisions.^{[21][22]} He has also researched how men and women differ in gift giving behaviors.^{[23][24][25][26]}

Coverage and interviews

Saad was profiled in the *Toronto Star* in 2016. Saad has appeared on Sam Harris's *Making Sense* podcast (then titled *Waking Up*).^[15]

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- Official website (<https://www.gadsaad.com/>)

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