

Personal Statement: Robin Anthony Kouyaté, PhD

As a candidate for the next SBM president, I am particularly excited to offer my service as a professional who has spent over 20 years conducting and translating research in applied settings to ensure the development of evidence-informed and evidence-based interventions.

Throughout my career, academic pursuits, and volunteer work, I have sought to improve health outcomes across the lifespan from various vantage points of the health ecosystem. Informed by my extensive experience in diverse contexts, I have provided thought leadership on improving health behavior and health outcomes through strategic and systematic multi-sector and cross-functional collaborations. These experiences have taught me the importance of being able to communicate how to integrate behavioral science into the people organizational structure, programs, products, and processes for sustainable impact.

This is a critical juncture for SBM with the development of the next five-year strategic plan, and our desire to have a greater impact. Building on the foundation that has already been laid by prior presidents, I believe that my unique perspective, experience, and vision can guide SBM in systematically embedding behavioral science into more real-world practice settings, enabling our members to optimize their impact across the health ecosystem.