Kathleen Vohs is the Distinguished McKnight University Professor and Land O'Lakes Chair in Marketing at University of Minnesota's Carlson School of Management. Vohs has authored 250 scholarly publications and invited articles for Science, New York Times, and Scientific American. Vohs has won several honors and awards. Vohs was named one of the world’s best business school professors under age 40 by Poets and Quants. In 2015, she won an international competition across all sciences, law, and humanities from a German research foundation. Vohs twice has been voted Faculty of the Year by the graduating class of MBA students (2016 and 2018), and in 2018 was named one of the world’s Top 25 Behavioral Economists by thebestschools.org, a member of the National Association for College Admission Counseling. Her work has changed the way Mark Zuckerberg and President Obama organize their personal and professional lives.