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Dr. Alia Crum received her PhD from Yale University and BA degree from Harvard University. Her research focuses broadly on how changes in subjective mindsets—the lenses through which information is perceived, organized, and interpreted—can alter objective reality through behavioral, psychological, and physiological mechanisms. To date, her research has won several awards and notoriety in several popular media including the Boston Globe, the Wall Street Journal, and in The New York Times Magazine's 2007 "Year in Ideas."

In addition to her academic research and teaching, Dr. Crum has worked as a clinical psychologist for the VA healthcare system and as an organizational trainer and consultant, creating, delivering, and evaluating workshops on mindset change and stress management for organizations including UBS, Colgate Palmolive and the United States Navy.