**Jo Evershed**

Jo Evershed is the Founder CEO of Gorilla Experiment Builder, a powerful, flexible and intuitive platform for running behavioural research online that allows researchers to go far beyond surveys. She also convenes and hosts the Behavioural Science Online Conference.

An Innovate UK Women in Innovation Award Winner, Jo is on a mission to provide behavioural scientists with tools to liberate their work from the lab and accelerate research initiatives that can be tested rigorously at scale. Jo leads a multidisciplinary team of software engineers and psychologists focused on creating powerful and accessible experimental research infrastructure.

**Tell us a bit about yourself and what do you do?**

I’m Jo Evershed, I live in Cambridge, UK with my husband and 2 young kids (7 and 3).  I like wild swimming, riding horses, playing board games and watching Disney movies with my kids.

I’m also the Founder CEO of Gorilla Experiment Builder.  Gorilla is a platform for creating and running behavioural studies online. It allows you to create questionnaires, reaction time tasks, navigation tasks, games, shops, multiplayer tasks and more - and then combine them all together without needing to code! It's easy enough for students and powerful enough for professionals.

Consequently, Gorilla empowers researchers at all career stages to conduct behavioural research with ease. Whether you’re a student running your very first practice study, a commercial company looking at buyer behaviours, or a professional researcher that’s leading their field - we make creating your protocol easy.

My role is largely strategic.  I speak with a lot of our users to understand their research needs and use these conversation to guide the product development and customer success teams.  I’m also largely responsibly for all the financial & legal aspects of the company.  It’s a diverse portfolio!

I also convene and host BeOnline, a conference all about the challenges and successes of taking behavioural research online.  At BeOnline, we aim to share HOW science is done, not just WHAT is discovered.  Attendees discover how and why researchers chose to operationalise their experiments in a specific way. Essentially, BeOnline gives researchers an opportunity to look behind the curtain in the Emerald City and actually meet the wizard!