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Dr. Rebecca Robbins' research uses marketing and novel communication tools and technologies (i.e., smartphones and other mobile devices) to design persuasive behavior change interventions to improve sleep and circadian health. Her research has appeared in such peer-reviewed publications as JAMA Network Open, Plos ONE, *Sleep Health*, *Prevention Science*, *Health Communication*, *Preventing Chronic Disease* and the *Journal of Occupational Health Psychology*[®]. In 2011, Dr. Robbins co-authored a book on techniques for how to get good sleep entitled *Sleep for Success!* with Dr. James B. Maas. Dr. Robbins' research has appeared in *The New York Times*, the *Financial Times*, and *Reader's Digest*. She has appeared in National television segments for The Today Show, Live! With Kelly Ripa and Ryan Seacrest, Fox Business News, ABC Nightline, CNBC and CBS This Morning. Dr. Robbins holds a Ph.D. degree in communication and health marketing from Cornell University. She has held a teaching position in psychology at the Weill Cornell Medical College in Doha, Qatar.