



Dr. Nisha Cooch

AAAS Fellow

Directorate for Computer and Information Systems and Engineering

Office of the Assistant Director

Class of 2015-16

Nisha Cooch is a neuroscientist who specializes in the nature of decision making. In the Directorate for Computer and Information Systems and Engineering, Nisha will be developing strategic communications materials for a number of national priorities and supporting the operation and growth of the Innovation Corps (I-Corps) program.

After completing her Ph.D. at the University Of Maryland School Of Medicine and conducting research at the National Institute on Drug Abuse (NIDA/NIH) in Baltimore, MD, she founded BioInnovation Consulting, a strategic communications firm that supports commercialization and growth in the life sciences. In addition to scientific entrepreneurship and consumer behavior, Nisha is also interested in the incorporation of behavioral economics and neuroscience in policymaking.