

CLINICAL PSYCHOLOGIST · SUNDAY TIMES BESTSELLING
AUTHOR · EXPERT COMMENTATOR

The psychologist brands and journalists call on.

Dr Sophie Mort (Dr Soph) makes psychology clear, credible and quotable. From national press and live broadcast to research-led brand campaigns, she helps audiences understand why we do what we do.

Quotes that get picked up, from a spokesperson who's calm, warm and quick live on air.



Quoted weekly

Across national media

2.5 yrs

Headspace's UK Mental Health Expert

228M+

Campaign reach, Interflora's
Conversations in Bloom

CREDENTIALS

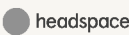
HCPC registered clinical psychologist

Sunday Times bestselling author of *A Manual for Being Human* and *(Un)Stuck*, published in 18 territories

Consulted directly by the Princess of Wales on early childhood development and psychological science for The Royal Foundation

Commissioned by the Department for Education to research, write and present national parent guidance on school transitions

TRUSTED BY



AS FEATURED IN



Case studies & press evidence

HEADSPACE · UK MENTAL HEALTH EXPERT

The UK voice of Headspace

For 2.5 years, Dr Soph served as Headspace's UK Mental Health Expert, representing the brand across UK and international media and at events.

June 2023 – January 2026 · UK and international media

INTERFLORA · BRAND CAMPAIGN

From research to a product people could buy

Co-developed 25 psychology-backed conversation cards with Visible PR, available via Interflora, plus media and social content.

Campaign: 75 pieces of coverage · 228M+ reach

[Read the Visible PR case study](#)

ITV · BROADCAST

Live on Big Brother: Late and Live

Show psychologist across the series, briefing producers and analysing behaviour live on air.

Full series · Live to millions



"Her ability to communicate complex psychological concepts to both professional and lay audiences is unparalleled."

GRACE FIRMIN GUION, HEADSPACE

"Her thoughtful yet media-friendly tone ensured the campaign stayed rooted in expertise, while still feeling warm and accessible."

VISIBLE PR, ON THE INTERFLORA CAMPAIGN

NATIONAL PRESS SNAPSHOT

PSYCHOLOGIES · OCTOBER PRINT ISSUE

It could be worse: are you guilty of pain glossing?

MARIE CLAIRE

I tried the science-backed art of imagining a better future

BETCHES UK

Five signs your parasocial relationship has gone too far

MARIE CLAIRE

"Protecting your boundaries" is one of 2026's biggest buzzphrases, but therapists say we're using it wrong

7 FEATURES IN SIX WEEKS · 24 AUG – 1 OCT 2026

PSYCHOLOGIES

Is it love or love bombing? The signs to look out for

STYLIST

How attachment styles shape relationships

MARIE CLAIRE

Friendships are one of the most powerful yet overlooked health tools

Speaks & comments on: Human behaviour and why we do what we do—from relationships, modern dating and cultural trends to habits, work, parenting and wellbeing.

Have a brief in mind?

Send a short outline and you'll hear back within 72 hours. Journalists on tight deadlines: please include your deadline in the subject line.

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