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Most people take their senses for granted. Dr. Hoby Wedler never could, which is exactly why he's built a rich career helping others connect with theirs. He is a chemist, entrepreneur, and sensory storyteller who redefines how we experience the world. With a Ph.D. in organic chemistry and a lifelong ability to navigate the world without sight, he blends scientific insight with magnetic storytelling to help individuals and brands deepen perception, elevate memory, and forge lasting emotional connections.

At the core of his work is a belief that the senses, especially those we often overlook, are powerful tools for creating meaning. Through immersive experiences like **Tasting In The Dark™**, sensory-rich consulting, and thoughtfully designed brand partnerships, Dr. Hoby brings taste, smell, sound, and texture into sharp focus. By removing sight from the equation, his work invites people to engage more fully with the world and with each other.

His unique approach has earned widespread recognition, including being named a Champion of Change by President Barack Obama for enhancing employment and education opportunities for people with disabilities, a *Forbes* 30 Under 30 honoree in Food & Drink, and a *Wine Enthusiast* 40 Under 40 Tastemaker. His work also reaches a global digital audience of nearly 500,000 across social platforms, where he shares multisensory insights and storytelling that engages, educates, and inspires.

Dr. Hoby collaborates with global brands in the food, beverage, and hospitality industries to develop emotionally resonant products, elevate guest experiences, and create stories that stick. Whether guiding a keynote audience, co-creating a flavor profile, or leading a sensory workshop, he translates the complex science of perception into accessible, unforgettable human experiences.

Dr. Hoby transforms perception to deepen connection, one story at a time.