

# Dr. Sydney Ceruto, PhD

Neuroscientist & Author

Founder & CEO, MindLAB Neuroscience



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## SHORT BIO · 95 WORDS

Founder & CEO of MindLAB Neuroscience, Dr. Sydney Ceruto is the pioneer of Real-Time Neuroplasticity™ — a proprietary methodology that permanently rewires the neural pathways driving behavior, decisions, and emotional responses. She is the author of *The Dopamine Code: How to Rewire Your Brain for Happiness and Productivity* (Simon & Schuster, June 2026). Dr. Ceruto holds a PhD in Behavioral & Cognitive Neuroscience (NYU) and Master's degrees in Clinical Psychology and Business Psychology (Yale University).

## FULL BIO · 150 WORDS

Founder & CEO of MindLAB Neuroscience, Dr. Sydney Ceruto is the pioneer of Real-Time Neuroplasticity™ — a proprietary methodology that permanently rewires the neural pathways driving behavior, decisions, and emotional responses. Through her proprietary programs — including NeuroConcierge™ and NeuroSync™ — Dr. Ceruto provides neurological re-engineering that optimizes neural pathways, eliminates behavioral limiting patterns, and sustains clarity under pressure. She works with a select number of individuals managing high-stakes decisions and demands across every domain — personal, professional, and relational, embedding into their lives in real time. Dr. Ceruto is the author of *The Dopamine Code: How to Rewire Your Brain for Happiness and Productivity* (Simon & Schuster, June 2026) and *The Dopamine Code Workbook* (Simon & Schuster, October 2026). Dr. Ceruto holds a PhD in Behavioral & Cognitive Neuroscience (NYU) and Master's degrees in Clinical Psychology and Business Psychology (Yale University). Lecturer, Wharton Executive Development Program — University of Pennsylvania.

NAME	Dr. Sydney Ceruto, PhD
TITLE	Neuroscientist & Author · Founder & CEO, MindLAB Neuroscience
EDUCATION	PhD, Behavioral & Cognitive Neuroscience — New York University Master's, Clinical Psychology & Business Psychology — Yale University Lecturer, Wharton Executive Development Program — University of Pennsylvania
METHOD	Real-Time Neuroplasticity™ (programs: NeuroConcierge™, NeuroSync™)
BOOKS	The Dopamine Code (Simon & Schuster, June 2026) The Dopamine Code Workbook (Simon & Schuster, October 2026)
FEATURED IN	Forbes · USA Today · Newsweek · The Huffington Post · Business Insider · Fox Business · CBS News

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## **The Dopamine Code: Why Ambition Burns Out**

- What is the Dopamine Menu and how does it differ from a typical productivity hack?
- Why does achieving goals so often feel empty, and what does the brain science reveal?
- What is the Dopamine Paradox and how does it explain modern burnout?

## **Dopamine Detox: Resetting the Reward System**

- What does a neuroscience-based dopamine detox actually look like?
- Why does willpower fail and what does the brain actually respond to?
- How can someone recalibrate their motivation system in a world designed to exploit it?

## **Real-Time Neuroplasticity™ — Rewiring the Brain**

- What does it mean to intervene in real time while the brain is most plastic?
- How does this differ from traditional approaches that work in retrospect?

## **The Neuroscience of Anxiety & Resilience**

- What happens in the brain during chronic anxiety, and what actually breaks the cycle?
- How can someone rewire their anxious brain in 30 days?

## **High-Stakes Decision Making Under Pressure**

- Why do high-performers hit invisible ceilings, and what is the neuroscience behind it?
- How does pressure change the brain, and how can it be used as a tool?

## **Digital Overload & the Modern Brain**

- How is constant connectivity rewiring our reward circuitry?
- What are the neurological consequences of doomscrolling and attention fragmentation?