

Michael Rogers

Columnist, MSNBC's *The Practical Futurist*, & Futurist-in-Residence of *The New York Times*

Michael Rogers is a different kind of futurist: One who combines real business experience with a deep technology background. Add to that the keen eye of an award-winning journalist, the storytelling skills of a novelist, plus thirty years of professional speaking experience—and you have *The Practical Futurist*.

A dynamic speaker who delivers an entertaining and common-sense vision of change for business and individuals, Michael blends technology, economics, demographics, culture, and human nature. In addition to authoring five books about the future, Rogers recently completed two years as futurist-in-residence for *The New York Times* and is a columnist for MSNBC.com.

He has worked with companies ranging from FedEx, Boeing, and GE to Microsoft, Pfizer, and American Express, as well as both NASA and the Department of Defense. He addresses groups ranging from venture capitalists and corporate executives to educators, students and the general public and is also a regular guest on radio and television, including *Good Morning America*, the *Today Show*, PBS, CNN, and the History Channel.

Rogers began his career as a writer for *Rolling Stone* and went on to co-found *Outside* magazine. He then launched *Newsweek's* technology column, winning numerous journalism awards, including a National Headliner Award for coverage of the Chernobyl meltdown.

For ten years he was vice president of *The Washington Post Company's* new media division, guiding both the newspaper and its sister publication *Newsweek* into the new century, as well as serving as editor and general manager of Newsweek.com where he won the Distinguished Online Service award from the National Press Club for coverage of 9/11.

His work in interactive media ranges from the first Lucasfilm computer game and interactive CD-ROMs to Prodigy, America Online and finally the Internet. He has received several patents for multimedia storytelling techniques, and is listed in *Who's Who in Science and Engineering*. In 2007, he was named to the MIN Digital Hall of Fame, and in 2009 he received the World Technology Network Award for Lifetime Achievement in Media and Journalism.

Rogers studied physics and creative writing at Stanford University with additional training in finance and management at the Stanford Business School Executive Program. He is also a best-selling novelist whose fiction explores the human impact of technology. He lives in New York City where he works on book and television projects.