



Michael Rogers

Michael Rogers is a technology pioneer, novelist and journalist whose consultancy, PRACTICAL FUTURIST, helps businesses and organizations worldwide think about the future. In recent years he has worked with companies ranging from FedEx, Boeing and Time-Life to Prudential, Dow Corning, GE and Genentech.

He is completing a two-year tenure as futurist-in-residence for *The New York Times* and also writes the Practical Futurist column for *MSNBC*. For ten years he was vice president of *The Washington Post Company's* new media division, guiding both the newspaper and *Newsweek* into the new century, as well as serving as editor and general manager of *Newsweek.com*.

After a decade as a writer for *Rolling Stone*, Rogers co-founded *Outside* magazine. He then joined *Newsweek* to create the magazine's Technology section, earning numerous journalism awards for his work. Rogers is also a best-selling novelist whose fiction explores the human impact of technology. His five books have been published worldwide, optioned for film and television, and chosen by the Book of the Month Club.

In 1993 he produced the world's first CD-ROM newsmagazine for *Newsweek*, going on to develop interactive areas on Prodigy, America Online and then a series of Internet sites including the award-winning *Parents' Guide to Children's Software*, which also appeared in book form. In 1999 he received a patent for the bimodal spine, a multimedia storytelling technique, and is listed in *Who's Who in Science and Engineering*. In 2007 he was named to the Magazine Industry Digital Hall of Fame.

Rogers is a frequent guest on radio and television and regularly addresses audiences worldwide, ranging from venture capitalists and corporate executives to educators, students and the general public. In 1989 he was founding chairperson of the European Technology Roundtable, an annual CEO gathering, which he continues to moderate along with the Asian Technology Roundtable.

Rogers studied physics and creative writing at Stanford University with additional training in finance and management at Stanford Business School's Executive Program.

He lives in New York and is at work on his next book.



Speech Topics

Michael extensively customizes his speeches for each audience. The topics below are suggestions that may be blended in any way that works best for your event.

Management Meets the Future

Managers are facing multiple new challenges: virtual work forces, flattened corporate structures, a new generation of ambitious and cyber-savvy workers, a heightened atmosphere of public scrutiny—not to mention the perennial pressure to do more with less. How are smart managers coping and what's next to come?

The Virtualization of America

Over the next decade, more and more of our work, what we care about and how we interact with others is going to move into the virtual world, mediated by computers and the Internet. In addition, we're seeing the rise of a new generation of "digital natives" who are remarkably comfortable with virtual relationships. What will this mean for how our businesses and organizations must grow and evolve in the years to come?

The Digital Lifestyle

Computers, the Internet and the digitization of all media are changing many aspects of the American lifestyle—from how we work, where we shop, how we entertain ourselves and even how we meet our mates. It is also beginning to reshape the way our homes are built, furnished and lived-in. What does the digital lifestyle mean for what companies must do to reach their customers and how products must change to meet new needs? It's necessary to tie together strands from pop culture, consumer electronics and even home décor to understand fully the scope of the transformation.

The Future of Media

The rise of the Internet and the digitization of all media are having a profound effect on the media industries. What will the next decade see in content and services delivery, customer expectations, the protection of intellectual property, and the role of traditional media? Will we still have newspapers? Who will create, distribute and profit from the news? And the rise of citizen journalism—via blogs and social media—meant that for corporations, nothing is under the radar anymore. Who will be the winners and losers between cable, satellite, landlines and wireless?

The Challenges for Law

Between globalization of services and the digitization of business, the legal profession is facing more change in the next decade than has occurred in the past century. Michael has worked extensively with the American Bar Association, state bars and individual firms to talk about how the profession can adapt, what younger lawyers can expect and how older lawyers need to adapt.

Health Care and Wellness: What's Ahead

Information technology and genetic science are combining to create a fundamental shift in the way we think about and treat disease. At the same time, however, prices continue to rise and there is as much pressure to use technology to cut costs as to advance health science. How do we balance the enormous potential of advancing technology with the real world questions of delivering affordable health care?

Reaching the Next Generation

The first generation never to know a world without an Internet is rapidly approaching adulthood. It is a cohort that has fundamentally different ideas and expectations about how to relate to businesses, employers, the media and each other. How do we market to this new breed? How will we manage them? What will they expect from products and services, and what new skills—or deficits—will they bring to the workplace?

Education: The Basics Go Digital

After creating the award-winning Parents' Guide to Children's Software in 1996, Rogers has followed education and technology issues closely. He often speaks to audiences of both parents and educators about technology and learning—and specifically how the rise of computers and the Internet has actually increased the importance of the thinking skills that underlie the traditional three R's. Too much emphasis on technology, especially in early grades, may actually interfere with the lifelong learning skills that this century will demand from every worker.

Energy Futures: Assessing the Choices

Rogers has followed the world energy picture since he shared the National Headliners Award for coverage of the Chernobyl disaster and its implications for nuclear energy. He has written extensively on alternative energy and recently participated in the United Nations conference Bridging the Divide on bringing new energy technology to developing countries, as well as consulting for a variety of energy companies.