



Edie Weiner

Edie Weiner is president of Weiner, Edrich, Brown, Inc., a leading futurist consulting group in the United States. Formed in 1977, WEB has served over 300 clients (corporate, academic, government) in identifying opportunities in the areas of marketing, product development, strategic planning, investments, human resources, public affairs and advertising. Clients have ranged from the US Congress to many of the Fortune 500.

Ms. Weiner has been in the field of issues analysis and strategic planning for 30 years, having directed the first industry-wide futures research program -- the Trend Analysis Program of the American Council of Life Insurance. She is acknowledged as one of the most influential practitioners of social, technological, political and economic intelligence gathering.

Ms. Weiner was the youngest outside woman ever elected to the board of directors of a major financial institution when she joined the board of Union Mutual Life Insurance Company (now UNUM Corporation) in 1978 at the age of 29. She has been a guest lecturer at Wharton, Harvard, Brown and a number of other universities. Her articles have appeared in numerous publications, including *The Harvard Business Review*, *The Futurist*, and *The Wall Street Journal*. She has co-authored three books with her partner Arnold Brown: *Supermanaging* (McGraw-Hill 1984), *Office Biology* (MasterMedia 1993), and *Insider's Guide to the Future* (Bottom Line, 1997). Aside from speaking at several hundred conferences, and appearing on a variety of television and radio shows, Ms. Weiner has conducted a number of seminars for corporate leaders and written reports on topics as diverse as the Underground Economy, Life-Extending Technologies, Marketplace 2001, New Information and Communication Technologies, and The Future of Leisure. In 1992 she founded and chaired the Esteem Teams, an innovative program in which executive women mentor dozens of inner city, at-risk girls for their entire adolescence.

Currently she serves on numerous Boards including First UNUM Corp. and the José Limón Dance Foundation (Chair). In the past, she has served on the Boards of many additional organizations, including UNUM Corporation, CompUSA, the Ovarian Cancer Research Fund and the Fashion Group International. She is a member of the Commercial Panel of Arbitrators of the American Arbitration Association, and the Panel of Experts: Boardroom Inc.'s Bottom Line Personal. She served on the American Marketing Association's Presidential Panel on Marketing in the Year 2000, also editing the book that resulted from that Panel: *"Marketing 2000 and Beyond."* She serves on the Advisory Board of Avon's Women of Enterprise Awards, has been President of Trends, and is Chair of the New York Chapter of the newly forming National Museum of Women's History. Ms. Weiner is a member of the Women's Forum, and she is the first recipient of the Fashion Group International's Entrepreneur of the Year Award (1998).