



Michael Rogers

“In a way, we’re all *practical* futurists now. The future happens so quickly that we need to make plans here and now for what will happen next.” These are the words of technology pioneer Michael Rogers, the author and futurist who is currently completing two years as futurist-in-residence for *The New York Times*. He is a columnist for MSNBC.com, and as the Practical Futurist, he helps businesses and organizations worldwide think about the future.

In recent years, he has worked with companies ranging from FedEx, Boeing and NBC Universal to Microsoft, Prudential, and American Express. As a speaker, he is known for charisma and for stretching minds, and has delighted audiences worldwide with his storytelling and provocative thinking. He addresses groups ranging from venture capitalists and corporate executives to educators, students and the general public. Michael 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 a series of interactive CD-ROMs to Prodigy, America Online and finally the Internet. 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, 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 and is at work on his next book.