



DANIEL BURRUS' KEYNOTE INTRODUCTION



The introduction of a speaker is vital to setting the stage and tone for the presentation. To maximize Dan's contribution to your group, please review this introduction before the program.

Daniel Burrus is considered one of the world's leading technology forecasters and business strategists. He is the founder and CEO of Burrus Research, a research and consulting firm that monitors global advancements in technology driven trends to help clients better understand how technological, social and business forces are converging to create enormous, untapped opportunities.

Over the past quarter century, he has established a worldwide reputation for his exceptional record of accurately predicting the future of technological change and its direct impact on the business world.

He is a strategic advisor to executives from many Fortune 500 companies, helping them to develop successful competitive strategies based on the creative application of leading-edge technologies. His client list includes companies such as Microsoft, GE, American Express, Google, Toshiba, Procter & Gamble, Honda, ExxonMobil, and IBM.

He is the author of six books, including *The New York Times* and *Wall Street Journal* best seller ***Flash Foresight: How To See the Invisible and Do the Impossible*** as well as the highly acclaimed ***Technotrends***. He is also a featured blogger on the topics of innovation, change and the future for *CNBC*, *Huffington Post*, and *Wired Magazine* to name a few.

He has been the featured subject of several *PBS* television specials and has appeared on programs such as *CNN*, *CNBC*, and *Bloomberg*, and is quoted in a variety of publications, including *The Wall Street Journal*, *USA Today*, *Fortune*, and *Forbes*. *The New York Times* has referred to him as one of the top three business gurus in the nation.

He is a highly innovative entrepreneur who has founded and managed six businesses, three of which were national leaders in the United States in the first year.

Would you please help me welcome Daniel Burrus.