



## DANIEL BURRUS' KEYNOTE INTRODUCTION



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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.

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Daniel Burrus is considered one of the world's leading technology forecasters and strategists, and 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 two decades, 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, leading 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, Dell, ExxonMobil, and IBM.

He publishes the popular monthly *Technotrends Newsletter*<sup>®</sup>, now in its twenty-fifth year of publication, and is the author of six books, including the international best seller *Technotrends*, which has been translated into over a dozen languages.

He has been the featured subject of a *PBS* television special and has appeared on programs such as *Larry King*, *CNN*, *CNBC*, and *Bloomberg*, and is quoted in a variety of publications, including *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 successful entrepreneur who has founded and managed five businesses, two of which were national leaders in the United States in the first year.

Would you please help me welcome Daniel Burrus.