



Daniel Burrus

Daniel Burrus is one of the world's leading technology forecasters and business strategists, and is the author of six books, including the highly acclaimed *Technotrends*, which has been translated into over a dozen languages. 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. *The New York Times* has referred to Daniel Burrus as one of America's top three business "gurus" in the highest demand as a speaker.

In 1983, Burrus became the first and only futurist to accurately identify the twenty technologies that would become the driving force of business and economic change for decades to come. Since then, he has continued to establish a worldwide reputation for his exceptional record of predicting the future of technological change and its direct impact on the business world. He has helped hundreds of clients identify new opportunities and develop successful competitive strategies based on the creative application of leading-edge technologies, and has delivered over 2,300 keynote speeches to corporations, associations, and professional organizations worldwide.

In his presentations, Mr. Burrus blends timely and provocative knowledge with just the right amount of humor and motivation. He is a master at tailoring his presentations to his audiences as he addresses relevant trends and offers powerful, practical guidance for turning rapid change into a competitive advantage. His interest in research became apparent in his third year of college, when Burrus became one of the first undergraduates in the nation to direct a federal research grant. He has founded and managed five businesses, two of which were national leaders in their first year. As a highly successful entrepreneur, he knows how to translate research findings into practical business advantages.

Burrus' client list encompasses a wide range of industries, and includes many Fortune 500 companies such as GE, IBM, Oracle, Microsoft, DuPont, Yahoo!, Toshiba, American Express, Northwestern Mutual, ExxonMobil, and Sara Lee. He has been the featured subject of a *PBS Special*, has appeared on programs such as *Larry King*, *CNN*, and *Bloomberg*, and is quoted in a variety of publications, including *USA Today*, *Fortune* and *Industry Week*.