



## Daniel W. Rasmus

**Strategist**

**Author, *Listening to the Future***

**Liberal Arts Fellow, Bellevue College**

Daniel W. Rasmus, the author of *Listening to the Future*, is a strategist who helps clients put their future in context. Rasmus uses scenarios to analyze trends in society, technology, economics, the environment, and politics in order to discover implications used to develop and refine products, services and experiences.

Prior to starting his own consulting practice, Rasmus was the Director of Business Insights at Microsoft Corporation, where he helped the company envision how people will work in the future. Rasmus coordinated the Microsoft Office Information Worker Board of the Future, an advisory panel composed of college-aged students who share ideas on how to better serve the Millennial Generation as they join the workforce. Rasmus also managed the Center for Information Work, an immersive experience that helped Microsoft's customers experience the future of work first hand.

In 2005, Rasmus created the concept of the New World of Work which has helped transform how businesses see the workplace, today and tomorrow. The New World of Work was adopted by a number of Microsoft's European subsidiaries as a way to redefine their relationship with employees, their customers and their markets. The ideas behind the New World of Work forms the basis of his book, *Listening to the Future*.

Rasmus is involved in a number of industry and public sector events, including The National Association of Workforce Boards, the National Educator's Workshop, and The Front End of Innovation. He was recognized as a Distinguished Speaker by the Microsoft Executive Briefing Center in 2007 and was recognized with the One Microsoft Award in 2008 and 2009.

Before joining Microsoft in October 2003, Rasmus was an analyst with the Giga Information Group, and later Forrester Research Inc. His achievements include inventing conceptual frameworks for next generation collaboration, adaptive workspaces and intelligent content services. Rasmus also served as Giga's Chief Knowledge Officer, managing internal learning within research, sales and marketing.

As a technology writer, Rasmus has authored over 200 trade journal articles and four books, including *Listening to the Future*, published in 2008 by Wiley. He worked on the staff of *PC AI Magazine* and *Manufacturing Systems Magazine*, and has been a columnist for several other publications. His next book, *Management by Design*, will be available in 2010. Rasmus is widely quoted and interviewed. His comments have appeared in *The Wall Street Journal*, London's *Financial Times*, *The Times* of London, *USA Today*, *Bloomberg*, *CNN*, *ComputerWorld*, *Information Week*, *Network World*, *Fast Company*, *InternetWeek*, *InfoWorld*, *The Boston Globe*, *The San Francisco Examiner*, *Investor's Business Daily*, *Le Monde* and *Jornal Gazeta Mercantil*. Rasmus is also an nationally published poet.

Rasmus attended the University of California at Santa Cruz and received a certificate in intelligent systems engineering from the University of California at Irvine. He is currently the Visiting Liberal Arts Fellow at Bellevue College in Bellevue, WA.

Rasmus lives in Sammamish, Washington with his wife Janet, his daughters Rachel and Alyssa—and their dog Indiana Jones.



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