

Daniel W. Rasmus
Founder & Principal Analyst
Serious Insights

Daniel W. Rasmus, is the Founder and Principal Analyst at Serious Insights. Rasmus uses scenarios to analyze uncertainties in society, technology, economics and politics in order to discover implications that help organizations put their future in context so they can more effectively develop and refine products, services and experiences.

Rasmus is the author of *Listening to the Future*, which explores his scenario work at Microsoft. His latest book, *Management by Design*, documents an innovative new methodology for work experience design.

Rasmus is the former Director of Business Insights at Microsoft, where he helped the company envision how people will work in the future. Before joining Microsoft, Rasmus was a Vice President and Research Director at Forrester Research, as well as the Chief Knowledge Officer of the Giga Information Group division.

Rasmus evaluates current technology, including collaboration and knowledge management software, artificial intelligence services, mobile devices and virtual reality. Rasmus combines these perspectives to help organizations design future-proofed work experiences that leverage long-range scenarios.

Rasmus's thoughts about the future of work have appeared recently in *The African Business Review*, *Chief Learning Officer Magazine*, *Talent Management*, *KMWorld* and on *Harvard Business Review* blog. Rasmus writes regularly about the future of technology and culture at [GeekWire](#), [iPhone Life](#) and [PopMatters](#).

As an internationally recognized speaker, Rasmus has addressed audiences at Enterprise 2.0, CeBIT, UBTech, The Future of Libraries, KMWorld, SAE International and Future Trends. He was a delegate to China's World Cultural Forum in 2012.

Rasmus is the former Visiting Liberal Arts Fellow at Bellevue College in Bellevue, WA. where he continues to teach Social Media for Job Hunters. He also taught strategy and marketing at Pinchot University in Seattle, WA. Rasmus attended the University of California at Santa Cruz and received a certificate in intelligent systems engineering from the University of California at Irvine.