

Daniel W. Rasmus



Founder & Principal Analyst Serious Insights

Daniel W. Rasmus, is the Founder and Principal Analyst at Serious Insights. Rasmus helps organizations put their future in context by applying scenarios to analyze uncertainties in society, technology, economics and politics. This context helps his clients drive innovation, and 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.

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 shared 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 several Microsoft European subsidiaries as an approach to redefining their relationship with employees, customers and markets. He documents these ideas in *Listening to the Future*.

Before joining Microsoft in October 2003, Rasmus was as Research Vice President at Forrester Research Inc. where he concentrated on knowledge management and collaboration. His achievements include inventing conceptual frameworks for next generation collaboration, adaptive workspaces and intelligent content services. Rasmus also served as Forrester's Chief Knowledge Officer, managing internal learning within research, sales and marketing.

Rasmus regularly keynotes industry and public sector events. Recent events include: Immerse, VRX, KMWorld, Enterprise 2.0, UBTech, CEBit, Computers in Libraries, Internet Librarian, SAE International, The National Association of Workforce Boards, the National Educator's Workshop, and The Front End of Innovation. Rasmus was a delegate to China's World Cultural Forum in 2012. He was recognized as a Distinguished Speaker by the Microsoft Executive Briefing Center, and received several One Microsoft Awards for integrating the *New World of Work* with projects and products across the company.

As a technology writer, Rasmus has authored four books, including *Listening to the Future* and *Management by Design*. Rasmus blogs regularly about the future of business and education at SeriousInsights.net. Rasmus has held several editorial positions including, contributing editor at *PC AI Magazine* and *Manufacturing Systems Magazine*, and has been a columnist for several other publications. His writing has appeared at *Harvard Business Review*, *The Wall Street Journal*, *The Financial Times*, *The Times of London*, *The African Business Review*, *Insurance*, *CIO*, *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, a nationally published poet, also writes regularly about the future of technology and culture at GeekWire, [iPhone Life](http://iPhoneLife) and PopMatters, and has appeared at [Fast Company](http://FastCompany) and [Harvard Business Review](http://HarvardBusinessReview). His first book of poetry, *Sketches of Spain and other poems*, was published by Waterside Press in December 2014. His science fiction story, *Twelve Ways to Escape an Alien*, was published on Kindle in 2016.

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 the former Visiting Liberal Arts Fellow at Bellevue College in Bellevue, WA where he continues to teach "Social Media for Job Hunters." Rasmus was also a member of Pinchot University's Faculty Academy.

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



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