

# Amy Webb

*Founder and CEO, The Future Today Institute*

## Books

- *The Signals Are Talking: Why Today's Fringe Is Tomorrow's Mainstream* (PublicAffairs/ Hachette, December 2016). One of Fast Company's Best Books of 2016. Amazon #1 Bestseller; Amazon Best Book of December 2016.
- *How To Make J-School Matter Again* (Harvard University, 2015)
- *Data: A Love Story* (Dutton/ Penguin, December 2013)

## Academic Appointments

- Adjunct Faculty, Future of Technology, NYU Stern School of Business

## Additional Projects

- Co-Founder, Spark Camp (<http://www.sparkcamp.com>)
- Organizer, the Future Today Summit (<http://future.today>)

## Social Media:

Twitter: [@amywebb](https://twitter.com/amywebb)

Facebook: <https://www.facebook.com/FuturistAmyWebb>

LinkedIn: <https://www.linkedin.com/in/amywebb>

## High-Resolution Photos:

Please feel free to download and use whichever photo you'd like.

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### **Bio – Shorter (approx. 300 words) Version**

Amy Webb is an author, futurist and Founder of the Future Today Institute, a leading future forecasting and strategy firm that researches technology and answers “What’s the future of X?” for a global client base. Now in its second decade, the Institute advises Fortune 500 and Global 1000 companies, government agencies, large nonprofits, universities and startups around the world. Webb was named to the Thinkers50 Radar list of the 30 management thinkers most likely to shape the future of how organizations are managed and led.

Webb is an adjunct faculty at the NYU Stern School of Business, where she teaches a popular MBA-level course on futures forecasting. She was a 2014-15 Visiting Nieman Fellow at Harvard University, and her research on the future of education reform received a national Sigma Delta Chi award. Webb was also a Delegate on the former U.S.-Russia Bilateral Presidential Commission, where she worked on the future of technology, media and international diplomacy.

She is the author of three books, including *The Signals Are Talking: Why Today’s Fringe Is Tomorrow’s Mainstream* (PublicAffairs, December 2016) which explains how to predict and manage technological change. It was selected as one of Fast Company’s Best Books of 2016, was an Amazon’s best book of December 2016 and was a #1 Bestseller. Her bestselling memoir *Data, A Love Story* (Dutton/ Penguin 2013) is about finding love via algorithms. Her TED talk about *Data* has been viewed more than 5 million times and has been translated into 32 languages. *Data* is being adapted as a feature film, which is currently in production. Webb originally attended the Jacobs School of Music to study classical clarinet. She holds a B.A. in political science, game theory and economics from Indiana University and an M.S. from the Columbia University Graduate School of Journalism.

### **Full Bio**

Amy Webb is an author, futurist and Founder of the Future Today Institute, a leading future forecasting and strategy firm that researches technology and answers “What’s the future of X?” for a global client base. She was named to the Thinkers50 Radar list of the 30 management thinkers most likely to shape the future of how organizations are managed and led.

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a popular MBA-level course on futures forecasting. She is the author of three books, including *The Signals Are Talking: Why Today's Fringe Is Tomorrow's Mainstream* (PublicAffairs, December 2016) which explains how to predict and manage technological change. It was selected as one of Fast Company's Best Books of 2016, was an Amazon's best book of December 2016 and was a #1 Bestseller. Signals has been translated into a number of languages.

Now in its second decade, the Institute advises Fortune 500 and Global 1000 companies, government agencies, large nonprofits, universities and startups around the world.

Webb's research focuses on how technology will transform the way we live, work and govern. Her future forecasting work has been featured in the *New York Times*, *Harvard Business Review*, *Wall Street Journal*, *Fortune*, *Inc. Magazine*, *Fast Company*, *CNN*, *NPR*, and more. Her research has also been cited in several academic papers.

Webb holds many professional affiliations and collaborates with a number of institutions. She was a 2014-15 Visiting Nieman Fellow at Harvard University, and her research on the future of education reform received a national Sigma Delta Chi award. Webb was a Delegate on the former U.S.-Russia Bilateral Presidential Commission and served on the Aspen Institute's Dialogue on Libraries, where she worked with FCC Chairman Reed Hundt and others on the future of libraries.

For the past 15 years, Webb has been dedicated to helping inform and shape the future of journalism. Webb is a new member of the accreditation council of the ACEJMC, where she is helping to recalibrate accreditation standards for journalism and communication programs throughout the country. Her research while at Harvard centered on the future of journalism and journalism education, which resulted in the publication of her second book, *How to Make J-School Matter (Again)* (Harvard University, 2015). She was a David Letterman Distinguished Professional Lecturer at Ball State University in 2016. Every year, Webb lectures about the future of media and technology at a number of universities, which have included Harvard University, Institut d'études politiques de Paris, Temple University, Tokyo University and National University of Kyiv.

Webb is a member of the Academy of Television Arts & Sciences (Interactive Media Peer Group – Emmy award judge). She serves on the Board of Directors for the Baltimore Symphony Orchestra and serves on several startup and advisory boards, including the SXSW Accelerator.

Writing about emerging technology, digital media and the impacts/ opportunities they present is a focus of Webb's work. She is the tech columnist and a contributing editor at Inc. Magazine, where she writes about the future of technology and business. She regularly contributes to a number of publications all over the world. In 2013, Webb published *Data, A Love Story* (Dutton/ Penguin), a bestselling memoir about finding love via algorithms. *Data* has since been translated for a worldwide market into multiple languages. Her TED talk about *Data* has been viewed more than 5 million times and has been translated into 32 languages. *Data* is being adapted as a feature film, which is currently in production.

Webb originally attended the Jacobs School of Music to study classical clarinet and has an M.S. from the Columbia University Graduate School of Journalism. She has continued to study classical piano. She also earned Nikyu Certification in the Japanese government-administered Language Proficiency Test and speaks fluently. In addition, she earned the rank of Shodan (first-degree black belt) in Aikido, but a serious accident during training a few years ago forced her to retire.

Webb began her career as a writer with *Newsweek* (Tokyo) and the *Wall Street Journal* (Hong Kong) where she covered emerging technology, media and cultural trends.