Elena Giralt is a Foresight Affiliate at the Future Today Institute, where she leads research in blockchain, cryptocurrencies, decentralized media and technology. She holds an MBA from New York University’s Stern School of Business and a BA/BS in Political Science, French and Middle Eastern Studies from Santa Clara University.

Amy Webb pioneered FTI’s data-driven foresight methodology that is used within hundreds of organizations globally. Her focus is to transform organizations as they prepare for complex futures. She advises CEOs of the world’s most-admired companies, three-star admirals and generals, and the senior leadership of central banks and intergovernmental organizations. She leads FTI’s technology research initiatives on AI, synthetic biology and genetic engineering, next-generation networks, and quantum technologies. Webb is a professor of strategic foresight at the New York University Stern School of Business, where she developed and teaches the MBA course on strategic foresight. She is a Visiting Fellow at Oxford University’s Säid School of Business, was elected a life member to the Council on Foreign Relations and is a member of the Bretton Woods Committee. She is a member of the World Economic Forum where she serves on the Global Future Council on Media, Entertainment and Culture and the Stewardship Board of the Forum’s Platform for Shaping the Future of Media, Entertainment and Culture. Webb is the bestselling author of several books about strategic foresight and emerging technologies. A lifelong science fiction fan, she collaborates closely with writers and producers on films, TV shows and commercials about science, technology and the future.
Marc Palatucci is a Senior Foresight Associate at the Future Today Institute, with research specializations in new realities (AR/VR/MR/DR), digital fashion, future of work and learning, retail and e-commerce. He co-leads the MBA course in strategic foresight at the New York University Stern School of Business. Palatucci serves on the World Health Organization’s Learning Strategy Advisory Group and is a Senior Deputy to the World Economic Forum’s Platform for Shaping the Future of Media, Entertainment and Culture. He holds an MBA in Emerging Technology from New York University’s Stern School of Business and a BA in Linguistics and Languages from NYU’s Gallatin School of Individualized Study. Palatucci serves as editor-at-large for an arts, fashion and culture magazine and collaborates with writers, designers and producers on films, TV shows and commercials about science, technology and the future.

Kristofer “Kriffy” Perez applies years of fintech product design and development to guide new companies strategically. As a Foresight Affiliate at the Future Today Institute, Kriffy specializes in fintech, banking, financial services, transportation, product innovation, and long-term strategy. Previously as a Director of North American Product Innovation and Design at Visa, he led product and design teams to deliver new product solutions and best-in-class customer-centric experiences to market-leading financial institutions. Kriffy has also worked for MasterCard Advisors, the Boston Consulting Group, IBM, and co-founded a paytech startup. Kriffy has played an integral role in more than 120 strategic projects across 8 countries and has filed 15+ patents. Kriffy is a Co-founder and Managing Director at Global PayTech Ventures, where he leads strategic advisory.

Leah Zaidi is an award-winning futurist with specializations in systems thinking, worldbuilding, science fiction prototyping and experiential futures. She is an Associate Editor of the World Futures Review. She holds an MDES in Strategic Foresight and Innovation from OCAD University and a BA from York University.
Authors

EDITORIAL
Jennifer Alsever
Editorial Director
Future Today Institute
jalsever@futuretodayinstitute.com

Jennifer Alsever is the Future Today Institute's Editorial Director. She has been a journalist for more than two decades covering tech, biotech, startups and business for such publications as Fortune Magazine, the Wall Street Journal, the New York Times, Wired and Fast Company. A popular young adult fiction writer, Alsever has won multiple YA awards for her Trinity Forest Series.

Cheryl Cooney
Director of Operations
Future Today Institute
ccooney@futuretodayinstitute.com

For over a decade, Cheryl Cooney has served as the Future Today Institute’s director of operations, where she manages workflows, planning and logistics. Cooney is a published poet, with works appearing in American and Australian anthologies.

ADDITIONAL CONTRIBUTORS
Sarah Kaufman
Associate Director
NYU Rudin Center for Transportation

Sarah Kaufman leads projects related to smart cities, mobility, urban planning, policy, and improving transportation through technology.
Authors

CREATIVE
Emily Caufield
Creative Director
Future Today Institute
ecaufield@futuretodayinstitute.com

Emily Caufield is an award-winning designer and illustrator. Serving as FTI’s creative for more than a decade, Caufield applies design thinking to visually communicate complex trends, scenarios and foresight research. Caufield designed all aspects of this year’s trend report. She is a graduate of Boston University’s College of Fine Arts.

Julia Durgee
Artist and Futurist

Julia Durgee is a rare left and right-brained MBA with creative, strategic, analytical, and digital experience at world-class brands. She illustrated the portraits that appear in this year’s trend report.

BUSINESS DEVELOPMENT
Mel Blake
Business Development
mblake@futuretodayinstitute.com

Mel Blake handles commercial development and client relations for FTI. He was formerly founder and managing director of Monitor Talent, a speaker agency he founded at the Monitor Group, a global consulting firm. He is a board member of The Yale Center for Customer Insights. He holds an MBA from the Yale School of Management and a BA in Economics from Wesleyan University.
Why FTI

We answer your most challenging questions using data, creative inquiry, and strategic foresight.

- What are plausible deep (20+ years), long-range (10+ years), and near-term (2+ years) futures?
- What scenarios describe our futures?
- What’s happening outside my industry that I should know?
- What companies, startups, and partners make up our future value network?
- What new products, services, or businesses should we build?
- Which tech trends should we monitor? When should we act?
- How can we build an early warning system to see the next disruptive event?
- How do we reduce uncertainty about our futures?

We support executive leaders and their teams.

The Future Today Institute works closely with executive leadership and management teams to transform their strategic thinking on the future. Advisory services include signal mapping, trend identification, scenario development, risk modeling, visioning, and strategic planning.
About the Future Today Institute

Founded in 2006, the Future Today Institute researches, models, and prototypes future risk and opportunity. As the leading strategic foresight and futures management consultants to executive leadership teams worldwide, FTI’s data-driven applied research reveals trends and calculates how they will disrupt business, government, and society.

Together with our clients and partners, FTI is helping leaders achieve their preferred futures. Our pioneering, data-driven forecasting methodology and tools empower leaders to make better decisions about the future, today.

Contact Us

The Future Today Institute
33 Irving Place
10th Floor
New York, NY 10003

hello@futuretodayinstitute.com
267-342-4300
www.futuretodayinstitute.com
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