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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.

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Sam Guzik is a Foresight Affiliate specializing in technology, media, digital products, subscription products, and newsroom tools. His career includes a broad range of experience that includes product management, strategic foresight, scenario forecasting, audience engagement and leadership in legacy news organizations. Passionate about building a sustainable future for local news, Guzik has demonstrated results creating innovative, engaging and impactful journalism — and thinking about the business model to support that work. Guzik is a graduate of Washington University in St. Louis, Columbia University Graduate School of Journalism and the NYU Stern School of Business.
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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.

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?
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.

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