

Ian Morrison

Mr. Morrison is the senior research fellow at the Institute for the Future and an internationally known author, consultant and speaker specializing in long-term forecasting and planning. He has a particular emphasis on health care and the changing business environment. He combines research and consulting skills with an incisive Scottish wit to help public and private organizations plan their long-term future. He has written, lectured and consulted on a wide variety of forecasting, strategy and health care topics for government, industry and a variety of nonprofit organizations in North America, Europe and Asia. He has spoken to a range of audiences from the boards of Fortune 100 companies to the Chinese Academy of Social Sciences in Beijing. Mr. Morrison has worked with more than 100 Fortune 500 companies in health care, manufacturing, information technology and financial services. Recent clients include Volvo, Bank of America and Kaiser Permanente. He is a frequent commentator on the future for television, radio and the print media. Mr. Morrison is the author of *The Second Curve - Managing the Velocity of Change*, a New York Times Business Bestseller and Businessweek Bestseller. He has co-authored several books and chapters, including *Future Tense: The Business Realities of the Next Ten Years* and *Looking Ahead at American Health Care*. He has co-authored numerous articles for publications such as *Chief Executive*, *Across the Board*, *The British Medical Journal*, *New England Journal of Medicine* and *Health Affairs*. He is retained by Andersen Consulting as chairman of its Health Futures Forum. Mr. Morrison is also a Senior Fellow at IFTF, and its former president (from 1990 to 1996), responsible for leading IFTF's growth and success over that period. Prior to becoming president, he led IFTF's part in Health Care Outlook, and ongoing forecasting service for clients in the health care industry, along with joint venture partner from Louis Harris & Associates and the Harvard School of Public Health's Department of Health Policy and Management.

Before coming to IFTF in 1985, he spent seven years in British Columbia, Canada, in a variety of research, teaching and consulting positions. He holds an interdisciplinary Ph.D. in urban studies from the University of British Columbia; an M.A. in geography from the University of Edinburgh, Scotland, and a graduate degree in urban planning from the University of Newcastle-upon-Tyne, England. He is a member of the Corporate Advisory Boards of Benelytics, and Moneyhunter (two Internet startups). He is also a member of the Board of Directors of Interim Services, a leading temporary services company; Oceania, a privately held medical software company; and the Health Research and Education Trust (HRET), the research and education arm of the American Hospital Association.