



Robert Scoble

Partner Transformation Group

Author, *The Fourth Transformation: How Augmented Reality & Artificial Intelligence Will Change Everything*

Robert Scoble is among the world's best-known tech journalists and futurists. Based on his many meetings with tech pioneers and thinkers, he is always looking for early changes in patterns that foretell lasting trends. Three such trends have resulted in his three books with Shel Israel.

Scoble has been a tech blogger since 2000, and was one of five people who built Microsoft's Channel 9 video blog/community. He worked at Fast Company setting up and running its early online TV efforts, and has been part of technology media businesses since 1993.

For six years, he was Rackspace's futurist, interviewing thousands of technologists and entrepreneurs about what's next. Most recently, he was Entrepreneur in Residence, at Upload, Inc. where he and Israel incubated Transformation Group.