



Shel Israel

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

Shel Israel anticipates how tech will impact business processes. Often with Robert Scoble, he is a frequent keynote, addressing how tech will next impact business and life. He has spent half his career as a tech business journalist at publications that include Forbes,

BusinessWeek and FastCompany.

His other half was as a tech marketing and communications consultant. He began at the legendary Regis McKenna, Inc., where his first start up was Sun Microsystems. Over the next 20 years he played strategic roles in more than 100 tech startup launches including the introduction of such enduring categories as desktop presentation (PowerPoint) and mapping (MapInfo), PC sound (Creative Labs) and relational databases (dBase 3Plus).

SIPR, the agency he founded and ran for 17 years was purchased in 1994 by Ketchum PR where he served as senior vice president for consumer technology worldwide. He bought it back the following year, and then sold it to a team of employees in 2001, when he returned to his first love of business writing.