HiCue speakers
Higher Content & Inspiration



JERRY MICHALSKI

Authority on trust, futurist & thought leader on Transformative Business Models

---

- Pioneer in understanding and implementing trust
- Innovative systems thinker; pattern finder
- Sought-after startup advisor, mentor and critic
- Trusted guide to the technological shifts that matter most
- Founder, REX (Relationship Economy eXpedition)
- Alpha tester (that's before beta tester) of new technologies -- Jerry sees, uses, and understands new technologies long before others
- "A veritable vortex of ideas, insights and inspiration"
- Pragmatic futurist: "Jerry has one hand already in the 22nd century, and the other hand focused on translating those insights to today"
- Early shaper of the dot-com era: Newsweek called him a "software seer"
- Jerry has the world's largest Brain!

- Equally at home in Lima, Buenos Aires, San Francisco or Berlin
- “Insider-outsider”: at home across Latin America, yet distinctly global perspective
- Fluent in English, Spanish and German; raised in Peru and Argentina (Limeño y Porteño)

Jerry Michalski (ma-call-ski) is the founder of REX, the Relationship Economy eXpedition, a private, collaborative inquiry into the next economy. More broadly, he is a pattern finder, lateral thinker, connector and facilitator. He loves public speaking, is two degrees from Kevin Bacon (took an urban design course from Kevin’s Father, Ed) and has a unique claim: the world’s largest published Brain (online and in an iOS app).

Three decades of exploration into the interactions between technology, society and business made him realize the word “consumer” made him itch. Paying attention to the word gifted him the thesis that we are entering a Relationship Economy: We are rediscovering trust, interdependence and meaning through movements as varied as open source software, pattern languages, the sharing economy, microfinance, unschooling, traffic calming and workplace democracy.

From 1987 to 1998, Jerry was a technology analyst, first at the market-research firm New Science Associates, then as Managing Editor of Esther Dyson’s monthly tech newsletter Release 1.0, as well as co-host of her annual conference, PC Forum. He was fortunate to be on duty when the Internet showed up. That turned out well.

Since 1998, Jerry has been independent, advising organizations large and small. Jerry earned an MBA from the Wharton School, where he stumbled into the mind-expanding ideas of Russ Ackoff, and a BA in Economics (mostly econometrics) from UC Irvine. He was raised in Peru and Argentina and speaks fluent Spanish and German, as well as pretty passable French.

TEMAS

- Future Trends
- Digital Transformation
- Innovation
- Transformative Business Models
- Artificial Intelligence
- Emerging Technologies (AI, Blockchain, Deep Learning, IoT, etc)
- Marketing

PROGRAMAS

Mr. Michalski's first career stage took him deep into the strategic uses of technology, a perspective he has honed over time. In the tech world, he became known as a champion for humans, examining how technology affects relationships, business and the nature of work.

The deeper he looked, the more he was driven to larger questions about trust. How can we trust decisions made by software? How can workers trust that their jobs won't be automated away? How do we know whom to trust, and why?

Five years ago, he realized that it seems the designers of our major institutions -- from education and governance to transportation and entertainment -- had all lost trust in humans, and had designed their systems on the basis of mistrust of the average person. Strange as it may sound, that insight led to very positive ideas around a process he calls Design from Trust.

What If We Trusted You

New organizations, from ridesharing to Wikipedia and open-source software, are using trust in a very different way from established organizations. Although it seems counterintuitive and maybe dangerous, they are trusting the average person to behave for the common good -- and it's paying off. Learn how you might harness trust, too.

AI: Boon or Threat -- and How?

It's easy to find an opinion that Artificial Intelligence will cure all our ills and catalyze the leisure society -- or that it will eliminate the need for humans to exist at all. Surely the future

will follow a middle path, but which? With 30 years' experience as a technology analyst, much of it in what is now called Deep Learning, Mr. Michalski offers memorable and useful perspectives on these epochal shifts.

Blockchain, Holochain and Beyond

Trusted technology advisor Jerry Michalski illuminates the future of blockchain, holochain, and beyond, helping organizations across industries better understand new technologies on a technical level and also decode sweeping trends and ideas. Heralded for highlighting the human side of technology, Michalski offers unique perspectives on innovation, authenticity, and trust and how they connect to fundamental shifts in our digital identities and how we will come to live, consume, and do business.

You're Hired: Employees and the Future of Work

Your best people are sorely tempted to go solo. Setting up shop online is simple, and platforms for doing practically anything are sprouting monthly. How will you keep your employees as employees? How is that social contract changing? How might meaning and impact outweigh job security and a fancy title as attractors for corporate work?

Stalk or Serve: Rethinking Your Marketing Strategy

If trust is key to good customer relationships, why is marketing so violent and intrusive? Why are we accustomed to systematic mass marketing campaigns, invasive new technologies that record our every click, and pop-ups that assault our screen? There is a better, more innovative, way, and it begins with being more human all around. You can flip the marketing dynamic and move away from customer suspicion and annoyance and towards engagement and participation. Understanding the dynamics of trust allows you to become your customer's Trusted Ally. For life.

CONDICIONES

- **Travels From** Portland, USA
- **Fee Range:** Please Inquire