

# Rob Salkowitz

Principle/Strategist at MediaPlant, LLC

Seattle, WA, US

How is the Young World changing business?

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## Biography

Rob Salkowitz is author of four books on the impact of digital media and the global digital generation on business and organizations: *Comic-Con and the Business of Pop Culture* (McGraw-Hill, 2012); *Young World Rising: How Youth, Technology and Entrepreneurship are Changing the World from the Bottom Up* (Wiley, 2010), *Listening to the Future* (w/Daniel Rasmus, Wiley, 2009) and *Generation Blend: Managing Across the Technology Age Gap* (Wiley, 2008), and currently blogs at *Fast Company* and *FastCoCreate* on pop culture and digital media issues. Rob's work has also appeared in the *New York Times*, *Forbes*, *Businessweek* and many other leading business publications. Rob has keynoted events around the world for industry associations, culture festivals, educational conferences and corporate meetings. His topics include entrepreneurship and innovation, generational issues around technology, and the disruptive effects of digital media on global business models. He serves as Principle/Strategist for MediaPlant, LLC, a Seattle-based communications firm he co-founded in 1999, and teaches digital media at the University of Washington Graduate School of Communications. An entrepreneur since age 24, Rob has helped launch seven companies. He holds a BA in International Relations from Columbia University.

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## Availability

Keynote, Panelist, Author Appearance

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## Industry Expertise

Entertainment, Media - Online, Advertising/Marketing

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## Areas of Expertise

Entrepreneurship, Globalization, Innovation, Youth, Emerging Economies

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## Affiliations

University of Washington

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## Sample Talks

**Young World Rising: How Youth, Technology and Entrepreneurship are Changing the World**

Young entrepreneurs around the world, empowered by digital media and fired by ambition, are driving social and economic development in the world's youngest (and sometimes poorest) regions. What can their success teach us about the future of innovation.

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## **Event Appearances**

**Entrepreneurship in Education**  
iNet Schools Conference-

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## **Education**

**Columbia University**  
BA International Relations

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## **Testimonials**

**Fabiano Cid**

"Great way to start - excellent keynote, very though provoking."

**Carol Stax Brown**

"Your talk was PERFECT. You inspired many and the buzz among our members due to your ideas was fantastic."

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