

MICHAEL SCHRAGE

9/2002

A co-director of the MIT Media Lab's eMarkets Initiative, Michael Schrage writes, consults and actively collaborates in the design and development of digital innovation. His ongoing work explores the cultures of modeling and simulation in managing innovation and risk. "Serious Play" - his book about the economics and ethology of prototyping - was published by the Harvard Business School Press [2000]. It has been translated into seven languages and is a text at several universities.

Previously, Schrage authored the critically acclaimed 'Shared Minds: The New Technologies of Collaboration' [Random House 1990] - the first book to explore both the tools and dynamics of successful collaboration in business, science and the arts. The Japanese edition was published as 'Mind Networks' [President 1992]. The updated & revised paperback edition was published in 1995 as "No More Teams" by Doubleday Currency. It remains in print.

Schrage is on the Sloan Management Review's board of editorial advisors and on Ticketmaster's board of directors. He currently writes columns for Technology Review, CIO and Technology Marketing magazine. For three years, he wrote the 'Brave New Work' column for FORTUNE magazine about the future of the workplace.

From 1996 to 2000, Schrage served as Merrill Lynch Forum Innovation Fellow and 'TechBrain.' He was also executive director of Merrill, Lynch's Innovation Grants Competition [www.ml.com/innovation], which rewards creative approaches to commercializing Ph.D. research. He is a co-creator of the Rockefeller Foundation's Science for Development Prize and co-inventor of PF Magic's (now The Learning Company's) line of Catz and Dogz virtual pets.

Schrage has worked with a variety of public and private organization on a consulting basis. His clients have included DeutscheBank, the World Bank, General Motors, Microsoft, Accenture, Mars, IDEO, Merrill Lynch, McKinsey & Co., Hewlett-Packard, Eli Lilly, Procter&Gamble, International Thomson, eRoom Technologies, Golden Books and ZDNet. He has a patent pending for a networked point-of-sales paperless coupon.

Editorially, Schrage has also been a contributor to the Harvard Business Review, The Wall Street Journal, Fast Company, The Industry Standard, Wired, Red Herring, Forbes ASAP, Esquire, Industry Standard, Strategy & Business, International Economy, Marketing Computers and other publications. For six years, he wrote the internationally syndicated 'Innovation' column for the Los Angeles Times as well as Computerworld's 'Counter-Information' column.

From 1983 to 1987, Schrage was the technology correspondent for the Financial desk of the Washington Post. In 1998, he became a research associate at the MIT Media Lab - a relationship which continues. He has also held research and visiting appointments at MIT's Sloan School. He is a 1980 graduate of the University of Illinois with a Bachelor's in Computer Science and Economics.