



American Program Bureau, Inc.  
A Global Speaker, Celebrity & Entertainment Agency

## **John Zogby**

*America's Most Accurate Pollster & Trendspotter*

The ancient Greeks never made a move without consulting the Oracle. They depended on her prophetic predictions to tell them who would rise and fall in politics, whether or not they would be prosperous, or even if they should go to war. Her advice changed the outcomes of elections, the lineage of kings and the prosperity of entire countries. In fact, Classical Greece is generally considered to be the seminal culture which provided the foundation of our own modern culture. We adopted much of their philosophy, democracy and the dependence on our own modern day oracle – that being America's most accurate predictor of polls and setter of trends, John Zogby.

One of America's most prized thought leaders, John Zogby delivers incredible insight into the most important trends effecting our companies, our government and our own lives. He has been heralded as the nation's most accurate trend analyst today. Using advanced methods to generate research drawn from hundreds of thousands of respondents each year, Zogby works straight from the raw data without any partisan filters to present the clean truth on emerging issues – long before others can even gather their findings. From IBM, Microsoft, GE, and St. Jude Children's Research Hospital to Wal-Mart, Cisco, and the US Chamber of Commerce, the nation's most important corporate leaders rely on Zogby for his unbiased research. For nearly two decades, Zogby has also recognized that there are a lot more to trends than meets the eye. There are attitudes, behaviors and shifting paradigms that impact us every day...beyond politics. Rather, he helps us understand all of the factors which govern more than just governments – factors that affect and influence us personally, professionally, and of course, in ways we may not even be aware of.

As the author of the New York Times bestseller, *The Way We'll Be: The Zogby Report on the Transformation of the American Dream*, John continues to put his finger on the pulse of America, creating a portrait of the trends that drive our society today and will in the future. His new e-book, *The First Globals: Understanding, Managing, and Unleashing Our Millennial Generation*, provides a detailed analysis of why Americans born between 1979 and 1994 are truly more globally aware, sensitive and desirous to make their workplace and planet a better place, as well as how to understand them and help them play out their destiny. He currently pens a



weekly column for *Forbes.com*, a weekly report card on President Obama's performance for *The Washington Times*, and a monthly column for *Politics* magazine.

Also a well-known political and social pundit, his work has been featured in op-ed pages worldwide, valued in corporate boardrooms, and considered "must-read" material at every level of America's political landscape. Zogby has been interviewed by every major US news and cable network and has served as an election analyst for the BBC, CBC, and Al Jazeera, among others. He has delivered more than 2,000 speeches, public lectures, and management briefings, simultaneously educating and entertaining his audiences with professionalism, polish, and prophecy. A teacher at heart with 24 years of experience as a professor of American history and politics, his speeches are always conversational, witty poignant, and informative.

Those who can see their own future, control their own future. What information could possibly be more important to your organization than where it will be tomorrow, next month, or next year? Part orator and part oracle, John Zogby brings the combination of accurate data, trend spotting, storytelling and global perspective to each presentation, allowing audiences to benefit from his unique, perhaps even mystic talents and expertise today...and for the foreseeable future.

#### **RESUME:**

- Founder and Senior Analyst, Zogby Poll and Zogby companies
- Senior Advisor, Kennedy School of Government at Harvard University
- Commissioner for the Center for Strategic and International Studies
- Senior Fellow, Catholic University Institute for Policy Research and Catholic Studies
- Chairman, capital campaign on behalf of Mohawk Valley Community College
- Chairman of Sudan Sunrise
- Election Analyst for NBC News, BBC, CBC, ABC
- Author, *New York Times* bestseller, *The Way We'll Be: The Zogby Report on the Transformation of the American Dream*
- Co-Author, *First Globals: Understanding, Managing, and Unleashing Our Millennial Generation*
- Consultant for Coca-Cola, Microsoft, CISCO Systems, St. Jude's Children's Research Hospital and the US Census Bureau
- Serves on the boards of the Arab American Institute, Upstate Venture Connect and Freedom Guide Dogs
- Awarded the Chancellor's Distinguished Fellows Award, University of California Irvine



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**Topics:**

- Demographics & the Current Political Landscape of Today: Prospects for the Democrats & the Republicans
- The New American Consumer: Resourceful & Savvy
- America's First Globals: Understanding, Managing & Unleashing the Potential of Our Millennial Generation
- To See Ourselves as Others See Us: Global Attitudes Toward the US & American Values