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Chairman

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Dr. John Vanston is an internationally-renowned consultant, educator, and author in the fields of technology forecasting, technology/market integration, trend analysis, and technology management in uncertain environments. He founded Technology Futures, Inc. (TFI) in 1978, building the Austin, Texas-based company into a leading authority in custom research, forecasting, and trend analysis in the telecom and other high-technology industries.

During his career, Dr. Vanston has managed multimillion-dollar high-tech R&D projects, fashioned a computer-based program for planning and managing complex research activities, and developed a formal system for promoting and targeting innovation activities. He is the leader in the development of TFI's popular forecasting concepts [*Five Views of the Future™ Analysis Framework*](#) and the [*Technology Advantage Management*](#) concept.

At TFI, Dr. Vanston has conducted analyses of emerging technologies for a wide range of commercial, government, and academic organizations, including, among many others, Boeing, 3M, Chevron Chemical, DuPont, Coca Cola, Kyocer, Exxon, IBM, Kodak, Nortel, Duke Power, Southern Company, Department of Defense, National Science Foundation, National Security Agency, Central Intelligence Agency, Georgia Tech, and the University of Texas. These analyses have assisted his business clients in gaining sustainable competitive advantage and provided his government clients with important new information, insights, and advice that have increased the effectiveness of their operations.

Dr. Vanston gives [presentations](#) and conducts workshops and seminars on technology forecasting, trend analysis, and innovation management all over the world to such groups as the World Future Society, the Industrial Research Institute, the Association of Strategic Planners, the University of Houston Futures Studies Program, and the Society of Association Executives.

A respected writer, Dr. Vanston has authored or coauthored the books *Minitrends: Winning Big by Thinking Small*; *Innovate! Straight Path to Quality, Customer Delight, and Competitive Advantage*; [*Technology Forecasting: An Aid to Effective Technology Management*](#); [*Introduction to Technology Market Forecasting*](#); [*Superconductivity: A Practical Guide for Decision Makers*](#); [*Industrial Electrification in the Information Age*](#); and [*Principles for Electric Power Policy*](#). Recent published articles include [*Better Forecasts, Better Plans, Better Results*](#) and [*Testing the Tea Leaves: Evaluating the Validity of Forecasts*](#).

Prior to establishing TFI, Dr. Vanston served on the mechanical engineering faculty at the University of Texas at Austin and as deputy director of the University's Center for Energy Studies, an interdisciplinary organization that he helped establish in 1974. While at the University he conducted a number of forecasts and trend analyses in the energy area. Earlier, Dr. Vanston served as a Lt. Col. in the U.S. Army.

Dr. Vanston has a B.S. in engineering from the U.S. Military Academy, M.S. and professional degrees in nuclear engineering from Columbia University, and a Ph.D. in nuclear engineering from the University of Texas at Austin.