



Marshall Monroe - Brief Bio

Marshall Monroe is Chairman and Chief Creative Officer of Marshall Monroe MAGIC™, a strategic visioning consultancy and studio headquartered in New Mexico, U.S. The firm leverages Monroe's pioneering research into the subject of "*Quantum Leap Mechanics™*," a phrase he has coined, to deliver specialized professional services in such areas as visioning, advanced concepts, mission transformation, business development, and the meeting of grand strategic challenges. Monroe advises clients in the private, public, and non-profit sectors, including **HBO, DIRECTV, NASA, Sandia National Laboratories, Paul Allen's Vulcan Ventures, The Defense Threat Reduction Agency, The Office of the Director of National Intelligence, The New Mexico Economic Development Department, The Texas Department of Agriculture, Spaceport America with Virgin Galactic, The McCune Charitable Foundation, The Presbyterian Health Care Foundation, Intel, wine.com, and The National Inventors Hall of Fame.** Currently their focus is on the seismic migration of business to mobile platforms.



Monroe spent 14 years as a Creative Executive with the Walt Disney Company. At Disney he created shows and technologies in use in every one of their major theme parks around the world. His imaginative concept for Blizzard Beach, an \$80 million water park in Walt Disney World, has for over a decade been consistently ranked first or second in the nation in creative originality and guest attendance (approx. 2,000,000/yr). Recognized as a serial innovator at Disney, Monroe was a founding member of the Disney Research and Development Division.

Monroe is a former member of the U.S. Director of National Intelligence's Intelligence Science Board, an organization of distinguished thinkers advising senior U.S. administration decision-makers on short and long-term issues relating to Science and Technology as related to National Security. A specialist in early-stage initiatives, Monroe is also former founding Chairman of the New Mexico Governor's Council on Film and Media Industries. He lead a strategic planning effort for the state in this industry sector which resulted in an economic impact increase from \$8 million annually to over \$3 billion in less than four years. Monroe was a key business development team member in working with New Mexico Governor Bill Richardson and Richard Branson's Virgin Galactic Venture in creating Spaceport America, a \$300 Million economic development project in the American southwest. Monroe has a degree in engineering and fine art from Stanford University.

Monroe's books include "Dream Too BIG?" and "Invent Now," He is a popular guest speaker at conferences and executive work sessions.

For further information, visit <http://www.marshallmonroemagic.com>
Email contact: office@marshallmonroemagic.com