

TITLE: Technology Trends

Abstract: Today's talk is about technology trends and how they impact your lives both in school and in the work force. In a global and fast moving world, where computing and information technology are changing lives and work, one of the resounding requests for information we receive from parents, academics, industry and civic leaders is: *"How is Microsoft helping to prepare students for the knowledge economy?"*

Today, there are many significant changes underway within the American culture. Some of these are being driven by computing and information technology, scientific breakthroughs and globalization, while many others are driven by social, economic, ecological and political forces. Together, they are all contributing to the transformation of the American workforce. The effects of these powerful changes are being felt nowhere more strongly than by the world of academic leaders who are responsible for preparing our thought leaders of tomorrow.

Extraordinary developments in sensor network technologies, software design, artificial intelligence, network security, and the management of distributed organizations are emerging from almost every academic department, laboratory and research center around the world. Influential community leaders are compelled to address the growing pipeline need for information and technology expertise within the academic community that creates and supports the foundation of the knowledge economy.

BIO: Bradley K. Jensen received his Ph.D. in Business Computer Information Systems from the University of North Texas (UNT), with majors in Business Computer Information Systems and Computer Science. He is a Microsoft Corporation Academic Relationship Manager responsible for Texas, Oklahoma, Arkansas, and Louisiana. Prior to Microsoft, he was an Assistant Professor in Information Technology and Decision Sciences and Assistant Director of the Information Systems Research Center at UNT, and was also President of JMC Consulting Services, an executive management consulting firm which provides strategic and tactical IT consulting services. His research interests include privacy and security, networking, human factors, e-commerce, and document management. Dr. Jensen has been an executive and consultant with more than 20 years of sales, marketing, and IT experience with several Fortune 100 companies.