

# About Evan Rosen

Author, *The Bounty Effect*  
*7 Steps to the Culture of Collaboration®*



Internationally-recognized collaboration and communication strategist Evan Rosen is the author of three books including *The Bounty Effect: 7 Steps to The Culture of Collaboration®* (Red Ape Publishing), and *The Culture of Collaboration®* (Red Ape Publishing), Gold Medal Winner in the Axiom Business Book Awards. His ongoing research focuses on redesigning the structure of organizations for collaboration.

At The Culture of Collaboration® Institute, Rosen leads an interdisciplinary team of researchers and strategists. The Institute conducts extensive research into every facet of collaboration and works with organizations to become more collaborative. Rosen also delivers keynote speeches and leads workshops globally. He has lectured at the Brookings Institution, the Stanford University Center for Professional Development, and he has advised senior leaders of the world's largest corporations and the highest levels of the United States government.

In conducting research, Rosen and his team reach beyond theory to experience first-hand how people within organizations collaborate and communicate. They apply their research to develop a framework that can create value for teams, business units, organizations and enterprises.

Rosen's work has been featured in many media outlets including the *Wall Street Journal*, *Investor's Business Daily*, *Bloomberg BusinessWeek*, the *Washington Post*, *MIT Technology Review*, *CIO Magazine*, *IndustryWeek*, *Network World*, *InformationWeek*, *Workforce*, the *Washington Times*, *Computerworld Canada*, *Leader to Leader*, *CableWorld*, *Communications World*, *Sales and Marketing Management*, *InfoWorld Netherlands*, *TechWorld United Kingdom*, *Exame Magazine of Brazil*, and he has appeared on CNN, CBS News, CNBC's "Collaboration Now" primetime special and on numerous local television and radio broadcasts. Rosen is a columnist for *Bloomberg BusinessWeek.com* and he also writes The Culture of Collaboration® blog.

Rosen is also Chief Strategist of Impact Video Communication, Inc., a strategy, research and coaching firm in San Francisco. He holds a Bachelor of Arts in history from the University of Michigan-Ann Arbor. He is currently researching his fourth book.

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