

# MARC PRENSKY

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work experience

2001-present     **AUTHOR, SPEAKER** (see “publications” and “speeches and presentations” below)

1999-present     **GAMES2TRAIN / CORPORATE GAMEWARE LLC**                     **NEW YORK, NY**

## **Founder, President and CEO**

- Spun out e-learning division of Bankers Trust as an independent company in February 1999. Customers include American Express, Avon, Bank of America, IBM, Nokia, Nortel, Pfizer, and the U.S. Department of Defense (DARPA). Products include multi-team, multi-player web-based training games, web-based compliance training systems using popular game interfaces, videogame tutorials, PDA games and cell phone-based learning games.
- Designed and created over 50 learning games, including the world's first videogame-based learning for a complex software product, based on a first-person “shooter” style engine. Over 1 million copies in print in multiple languages.
- Named a “Visionary” in the training field by *Training* magazine, November, 2000.

1993-1999     **BANKERS TRUST COMPANY**     **NEW YORK, NY**

## **Founder and Principal, Corporate Gameware**

- Conceived and created “Corporate Gameware,” a Bankers Trust-owned e-learning software business that designed and sold game-based products for corporate training. Personally launched the business from the ground up, creating organization, sales strategy and deigning all products. Generated over \$1 million in outside sales. Created world’s first video game for derivatives policies, a series of trading games for financial derivatives, and a line of business games for the Internet and Intranets.

## **Vice President, Human Resources and Technology**

- Hired jointly by heads of human resources and technology to move Bankers Trust into e-learning. Designed and created over a dozen major trading games, learning games and other applications used around the world by the firm and its clients.

1988-1993     **MICROMENTOR, INC.**     **CAMBRIDGE, MA**

## **Vice President, Research and Technology**

- Designed and created first multimedia e-learning products for Harvard Business School Executive Programs, JP Morgan, The Boston Consulting Group, Kraft Foods, and others. Ran a multi-firm R&D collaborative.

## **Vice President, Marketing**

- Led multimedia e-learning product line from startup to over \$2 million in sales. Moved company from custom software to higher margin off-the-shelf products.

# MARC PRENSKY

work experience (continued)

1981-1987                    **THE BOSTON CONSULTING GROUP**                    **BOSTON, MA**

**Product Development Director (1985-1987)**

- Named BCG's first Product Development Director. Created and marketed a series of multi-language electronic tools for use by BCG consulting teams around the world. Sold cases using the tools in the US, Europe & Japan, generating studies worth over \$1 million in the first 10 months..

**Management Consultant, Qualified Case Leader (1981-1985)**

- Created new business strategies resulting in major profitability improvements at several well-known Fortune 100 companies. Promoted to Qualified Case Leader in August 1983.

summer 1981                    **INTERNATIONAL FILM INVESTORS**                    **NEW YORK, NY**

**Investment consultant**

- Researched and recommended film-related investments.

1980-1981                    **TIME-LIFE FILMS**                    **NEW YORK, NY**

**Assistant to Vice President, Production Planning**

- Developed new concepts for TV shows. Evaluated scripts. Analyzed proposed projects for profit potential. Created a Management Information System for TV and film production.

summer 1980                    **THE SHUBERT ORGANIZATION**                    **NEW YORK, NY**

**Assistant to Chairman (*summer internship*)**

- Planned a reorganization of company's Theater Maintenance department.

1973-1978                    **PROFESSIONAL CONCERT MUSICIAN**                    **NEW YORK, NY**

*LUTE AND CLASSICAL GUITAR:*

- Solo recitalist in US and Europe
- Stage musician and actor (CYRANO, Broadway).
- Member of NY RENAISSANCE BAND, performing at Lincoln Center and on tour.
- Orchestra musician, NY CITY OPERA
- Adjunct Professor of Music, Wagner College, Staten Island, NY

## MARC PRENSKY

work experience (continued)

- |           |  |                        |
|-----------|--|------------------------|
| 1971-1973 | <b>CITIBANK STREET ACADEMY</b>   | <b>EAST HARLEM, NY</b> |
|           | <b>Director</b>  |                        |
|           | <ul style="list-style-type: none"><li>• Planned, secured and administered quarter million dollar budget. Hired and supervised 18-person staff. Trained and evaluated teachers. Taught math, reading, and French.</li></ul> |                        |
| 1968-1971 | <b>BENJAMIN FRANKLIN HIGH SCHOOL</b>   | <b>EAST HARLEM, NY</b> |
|           | <b>Teacher</b>   |                        |
|           | <ul style="list-style-type: none"><li>• Taught General Math, Algebra, Geometry, and a special reading program.</li></ul>   |                        |

## MARC PRENSKY

### education

- MBA** 1980 **HARVARD BUSINESS SCHOOL**  
Degree awarded "with distinction". Academic honors. Fellowship recipient.
- MAT** 1968 **YALE GRADUATE SCHOOL OF ARTS AND SCIENCES**  
Master of Arts in Teaching. Full fellowship plus stipend.
- MA** 1967 **MIDDLEBURY GRADUATE SCHOOL IN FRANCE**  
Includes classes at La Sorbonne and La Conservatoire d'Art dramatique, Paris.
- BA** 1966 **OBERLIN COLLEGE**  
French major, math/science minor. *Cum laude*. Multiple scholarships.

### languages

**Fluent French** (spoken and written), **Intermediate Japanese** (spoken and written)

## MARC PRENSKY

publications

### *Books:*

***Digital Game-Based Learning*** (McGraw-Hill, 2001) 450 pp.

***Don't Bother Me Mom – I'm Learning: How computer and video games are preparing your children for twenty-first century success – and how you can help*** (Paragon House 2006) 200 pp.

***Games And Simulations in Online Learning: Research and Development Frameworks***  
Editor, with David Gibson, and Clark Aldrich (Idea Group, 2007)

### *Chapters:*

***Playing Videogames in Schools*** (Introductory Chapter – in Press)

***How to Teach With Technology***—keeping both teachers and students comfortable in an era of exponential change (in BECTA's *Emerging Technologies for Learning*, Vol 2 (2007))

***A Handbook of Computer Game Design*** (Chapter on Games and Learning – MIT, 2003)

### *Published Articles:*

(over 50 articles by Marc Prensky can be found at [www.marcprensky.com/writing](http://www.marcprensky.com/writing), including)

***Digital Natives, Digital Immigrants*** -- A New Way To Look At Ourselves and Our Kids (in *On The Horizon*, 2001)

***Do They REALLY Think Differently? -- Neuroscience Says Yes*** (in *On The Horizon*, 2001)

***The Role of Technology in Teaching and the Classroom*** (in *Educational Technology* Nov-Dec 2008)

***Looking Back From The Future*** (in *Greentree Gazette*, November 2008)

***New College Courses for the 21st Century*** (in *Greentree Gazette*, September 2008)

***Who should take the SAT? Why not the educators?*** (in *Greentree Gazette*, August 2008)

***Are you lecturing about nouns or facilitating learning with verbs?*** (in *Greentree Gazette*, July 2008)

***Young Minds, Fast Times: The Twenty-First-Century Digital Learner*** - How tech-obsessed iKids would improve our schools. (in *Edutopia*, June 2008)

***Turning On The Lights*** -- Will we continue to trap our kids in the past? (in *Educational Leadership*, March 2008)

***The True Twenty-first Century Literacy Is Programming*** (In *Edutopia*, Feb 2008)

*Backup Education?* -- Too many teachers see education as preparing kids for the past, not the future (in *Educational Technology*, Jan-Feb 2008)

*Students as Designers and Creators of Educational Computer Games—Who Else?* (pub. online by Microsoft, 2007)

*Changing Paradigms*—from "being taught" to "learning on your own with guidance" (In *Educational Technology*, Jul-Aug 2007)

*Who's in Charge*—Who Should Set and Control IT Policy in Our Schools? (In *Educational Technology*, May-Jun 2007)

*Simulation Nation*—Inventive computer sims can turn dull lessons into hyperreal experiences -- If we can get educators to use them. (In *Edutopia*, March 2007)

*Listen to the Natives* — (in *Educational Leadership*, December 2005/January 2006 | Vol. 63 No. 4)

*Adopt and Adapt*—School Technology for the 21st Century (in *Edutopia*, December 2005)

*Engage Me or Enrage Me*—What Today's Learners Demand (in *Educause Review*, September/October 2005)

*Mobile Phone Imagination*— Using Devices Kids Love for Their Education (in *Vodafone Receiver*)

*"Twitch Speed"* Cover story of *Across the Board* magazine (The magazine of The Conference Board), January 1998

*"The Motivation of Gameplay"* *On the Horizon*, March 2002

*Quoted in:*

*New York Times*—Prensky quoted in Michelle Slatalla's first *Cyberfamilies* Column, May 24, 2007 (paragraph 16 - end)

*Financial Times*: Prensky quoted in *Skills and Learning: How to Train Digital Natives* -- pp 7 and 8

*The Economist* -- Prensky quoted in article on Video Games, 8, August 4, 2005

## MARC PRENSKY

### speeches and presentations

#### 2008

Military Libraries Conference, Monterey, CA (Keynote)  
Medical Education Conference, Bangkok, Thailand (Keynote)  
NCTE, San Antonio, TX (Keynote)  
Failte, Dublin, Ireland (Keynote)  
Webcon, Montreal, Canada (Keynote)  
Tech It Easy Conference, Milan, Italy (Keynote)  
Trinity School Faculty Day, New York, NY (Keynote)  
American Library Assn 2008 Gaming, Learning, and Libraries Symposium, Chicago, IL (Keynote)  
Columbus Regional Health Care System, Columbus, GA (Keynote)  
Black River Technical College, Arkansas (Keynote and Workshops)  
21st Century Learners Symposium, Los Angeles County Office of Education, Los Angeles, CA (Keynote)  
Mobile Learning, London, UK (Panelist)  
M-Learn, UK (Keynote)  
Shropshire, UK (Keynote)  
New York City Dept of Education, Technology Conference (Keynote)  
International Primary Curriculum Conference, Geneva, Switzerland  
Des Moines, IA (Keynote) Vienna, Austria (Keynote)  
Aarhus, Denmark (Keynote)  
MTV France - Paris, France (Keynote)  
Middlesbrough ICT Conference, Middlesbrough, UK (Keynote)  
New Jersey Educational Computing Conference, Montclair, NJ (Keynote)  
School System, Professional Development, Emmaus, PA (Keynote)  
Building Learning Communities, Boston, MA (Three Featured Sessions)  
Principals' Conference, Charleston, West Virginia (Workshop)  
Idaho Digital Learning Academy, Annual Faculty Conference, Boise, ID (Keynote)  
Rock Hill District Three 2008 Student Engagement Conference, Rock Hill, SC (Keynote)  
Media Institute Conference, Paris, France (Keynote)  
PBS KIDS Advisory Board, Washington DC (Keynote)  
ACT for Youth Conference, Albany, NY (Keynote)  
Georgia Southern University, Graduate Appreciation Week, Statesboro, GA (Keynote)  
International Conference on College Teaching, Jacksonville, FL (Keynote)  
State Technology Conference, Dover, DE (keynote)  
Northeast Conference on the Teaching of Foreign Languages, New York, NY (Keynote)  
Army War College, Carlisle, PA (Workshop)  
Abu Dhabi, United Arab Emirates (Keynote)  
2008 Northwest Council for Computer Education (NCCE) Conference, Seattle, WA (Keynote)  
Association of American Publishers School Division (AAP) 2008 Annual Meeting, Sacramento, CA (Keynote)  
Promethean World Conference, Sarasota, FL (Keynote)  
Defense Intelligence Agency, Washington DC (Keynote)

#### 2007

Governor's Conference, Pennsylvania Department of Education, State College, PA (Keynote)  
Discovery Conference, Amersfoort, The Netherlands (Keynote)  
Q5 Conference, Ermelo, The Netherlands, (Keynote)  
Charleston, WV (Keynote)

California League of Middle Schools, Monterey, CA (Keynote)  
 NE Connect, New York, NY (Keynote)  
 Springfield, IL (Keynote)  
 Professional Day, Tabernacle NJ (Keynote)  
 Dust or Magic Conference, Lambertville, NJ (Featured Speaker)  
 Washington DC, Deloitte (Keynote)  
 School Board Association, Bismark, ND (Keynote)  
 Assn for Educational Communication and Technology (AECT), Anaheim, CA (Keynote)  
 Kennesaw, GA (Keynote)  
 US Army Recruiting Command, Denver, CO (Keynote)  
 WSWHE BOCES, Saratoga Springs, NY (Keynote)  
 Online Press Conference, Toronto ON Canada (Panel)  
 Appleton, WI (Keynote)  
 Columbus, OH (Keynote)  
 Asheville, NC (Keynote)  
 Mobile Computing, London, England (Keynote)  
 Lenepe, NJ (Keynote)  
 Houston CIEP, Houston, TX (Keynote)  
 Minnesota Educational Media Assn, Brainard, MN (Keynote)  
 Des Moines, IA (Keynote)  
 Temasek Polytechnic, Singapore (Keynote and Workshops)  
 AMEE 2007 Medical Education Conference, Trondheim, Norway (Keynote)  
 NW Texas ISD (Keynote)  
 South Texas ISD (Keynote)  
 Allen Hancock College, Santa Maria CA (Keynote)  
 Poway Unified School District, San Diego CA (Keynote)  
 San Antonio, TX (Keynote)  
 Northside ISD, TX (Keynote)  
 Technical and Adult Education Conference, Charleston, W.VA (Keynote and Workshops)  
 Pennsylvania Department of Education, State College PA (Keynote)  
 NC Network, Williamsburg NC (Keynote)  
 Building Learning Communities, Boston MA (Featured Speaker)  
 Administrators' Leadership Conference, Franklin-Essex-Hamilton BOCES, Saratoga Springs, NY (Keynote)  
 Lovejoy Independent School District, Allen, TX (Keynote)  
 'Whatever It Takes' Conference, Hoover, AL (Keynote)  
 California School Boards Assn Nat'l Trainers Conference, San Francisco, CA (Keynote)  
 edACCESS, Middletown, DE (Virtual keynote)  
 Oakland University School of Education, Rochester, MI (Keynote)  
 National 4H Curriculum Summit, Chevy Chase, MD (Keynote)  
 Tech Prep, Lancaster, OH (Keynote)  
 English Teachers Assn, Perth, Western Australia (Keynote)  
 Independent Schools Assn, Perth, Western Australia (Keynote and workshop)  
 Department of Education and Training, Perth, Western Australia (Keynote and 6 workshops)  
 Urban Libraries Council, Cleveland, OH (Keynote)  
 CYFAR 2007 (Dept of Agriculture) Chicago, IL (Keynote)  
 US Army Infantry School, Fort Benning, GA (Keynote)  
 Microsoft Canada Expo, Banff, Alberta, Canada (Keynote)  
 Moanalua High School, Honolulu, HI (Keynote)  
 Purdue University, IN (Keynote)  
 ICI Insurance Compliance Training, Coral Gables, FL (Keynote)  
 Blackhawk Technical College, Teach Expo, Madison, WI (Keynote)  
 International Conference of Principals' (ICP) 2007, Auckland, NZ (Keynote)  
 US Army War College, Carlisle, PA (Keynote)  
 CoSN Annual Meeting, San Francisco, CA (Featured Speaker)  
 CoSN International Symposium, San Francisco, CA (Keynote)

Lawndale, CA, Professional Development Day (Keynote)  
University of Western Ontario, London ON Canada (Keynote)  
VSTE conference, Virginia Beach, VA (Keynote)  
Texas Community College Teachers Association, Austin TX (Keynote)  
Connecting Education and Employment, Wichita KS (Keynote)  
eTech Ohio, Columbus, OH (Keynote)  
Texas Association of School Administrators (TASA), Austin, TX (Keynote)  
New Jersey Techspo, Atlantic City, NJ (Keynote and Workshop)  
Rio Salado Community College, Phoenix, AZ (Keynote and Workshop)  
New York City Chief Technology Officers' Club (Keynote)

## 2006

Alliance for Jewish Education, Detroit, MI (Keynote and Workshop)  
Western RCAC, Symposium for Superintendents and Principals, London, ON Canada (Keynote)  
Waterloo Region District School Board, Waterloo, ON Canada (Keynote)  
Wayne RESA, Wayne City, MI (Keynote)  
California School Boards Association, San Francisco, CA (Keynote)  
Westfield Washington Schools, Westfield, IN (Keynote and Workshops)  
Nebraska Association of School Boards, Omaha NE (Keynote)  
Danish Research Network (Forskingsnet) Conference, Middelfart, Denmark (Keynote)  
International Digital and Media Arts Association, San Diego, CA (Keynote)  
Texas Association of School Administrators (TASA), Dallas TX (Keynote and Workshops)  
Oakland Catholic Schools, Oakland, CA (Keynote and workshops)  
Educational Records Bureau, NY City.  
Professional Services Council, Annual Meeting, Williamsburg, VA (Keynote)  
Faculty Enrichment Day, University of Alabama, Birmingham AL (Keynote and workshops)  
Eastland-Fairfield Schools, Columbus, OH (Keynote)  
Technology Conference, Montgomery County Community College, Blue Bell, PA (Keynote)  
Beyond Boundaries Conference, University of North Dakota, Grand Forks, ND (Keynote)  
County-Wide In-Service Day, Monroe MI (Keynote)  
York College, Toronto Canada (Keynote and Workshops)  
Int'l Ass'n of Science and Technology for Development (IASTED) Calgary, Canada (Distance Keynote)  
Summer Session for Superintendents, Schlechty Institute, Palm Beach FL  
South Carolina School Administrators' Association, Myrtle Beach SC (Keynote)  
California Association of Independent Schools, Santa Barbara, CA  
Columbus, GA (Keynote and Workshops)  
Defense Acquisition University/George Mason U., Fairfax, VA (Keynote)  
UT TeleCampus Systemwide Conference on Innovations in Online Learning, Austin TX (Keynote)  
2006 Minnesota e-Learning Summit, Augsburg College, Minneapolis MN (Keynote)  
eTeaching Conference, Boston College, Boston MA (Keynote)  
Army War College, Carlisle PA (Workshop)  
Technology and Innovation in Education (TIE), South Dakota (Keynote)  
Michigan ETOM, Saginaw, MI (Keynote)  
BCEd Online's Connected Learners Conference, Vancouver, British Columbia, Canada (Keynote)  
Best Practices in Instructional Technology, Keene State College, Keene, NH (Keynote)  
"Games and Brains" Conference, Dutch Community Colleges, Veldhoven, The Netherlands (Keynote)  
Standards and Assessment Conference, Las Vegas NV (Keynote)  
Head Teachers Conference, Shropshire, UK (Keynote)  
NCERT, Hilton Head, NC (Keynote)  
TRADOC, Ft. Lee VA (Keynote)  
Utah Coalition for Educational Technology, UT (Keynote)  
*education.au* Conference Adelaide, Australia (Keynote)  
School of the Future, Adelaide, Australia (Workshops)  
Melbourne Northern Metropolitan District, Melbourne, Australia (Keynote)  
New Zealand Ministry of Education, Wellington New Zealand (Keynote)

ICTPD Programme Conference, Rotorua, New Zealand (Keynote)  
Center for Digital Education, Plano, TX (Keynote)  
Columbus State University, Columbus, GA (Keynote)  
e-Learning 2006, Savannah GA (Keynote)  
Texas Computer Education Association (TCEA), Austin TX (Keynote)  
Educause, San Diego, CA (Keynote)  
TRADOC Senior Leaders Conference, Pinehurst, NC (Keynote)

## 2005

Seattle Executives Council, Seattle, WA (Keynote)  
State University of New York Teaching, Learning, Technology Conference (SUNY TLT) (Keynote)  
19th Annual Christa McAuliffe Technology Conference, Nashua NH (Keynote)  
EduCos, The Netherlands (Keynote)  
Learning and Teaching with ICT Conference, Liverpool, England (Keynote)  
SUFU, Glasgow, Scotland (Keynote)  
SURF, Utrecht, The Netherlands (Keynote)  
Chapel Hill, NC (Keynote)  
WCET, San Francisco CA (Keynote)  
Summit2005, Georgia Virtual School, Atlanta GA (Keynote)  
SIMBA, New York, NY  
2005 NMC New England Regional Conference, New Haven, CT (Keynote)  
NCERT, Punta Vedre, FL (Keynote)  
TechLearn, Las Vegas, NV (Keynote Panel)  
McREL (Mid-Continent Research for Education and Learning), Aurora CO (Keynote)  
SETT (Scottish Education and Teaching with Technology), Scotland, UK (Keynote)  
High Five Symposium, Raleigh NC (Keynote)  
Blue Ridge Community College, Asheville, NC (Keynote)  
Littleton School District, Littleton CO (Keynote + teacher workshops)  
Syllabus, Los Angeles, CA (Keynote)  
AACA, New York, NY (Keynote)  
NECC (National Education Computing Conference), Philadelphia, PA (Keynote)  
Vernon Township Schools, NJ (Keynote and workshop)  
Institute for Creative Technologies / TRADOC, LA  
Alberta Teachers Assn, Alberta, Canada (Keynote)  
MICCA, Baltimore, MD (Keynote)  
Watson School of Education, University of North Carolina at Wilmington, NC (Keynote)  
NEIRTEC Annual Meeting, Essex VT (Keynote)  
NYU Teaching and Learning Conference NY, NY (Keynote)  
Arizona State, Tempe, AZ (Keynote)  
Universidad Virtual Tecnológico de Monterrey, Mexico (Keynote)  
Serious Games Summit, Game Developers Conference, San Jose, CA (Speech)  
LearnTec, Germany (Keynote)  
North Carolina Network, Durham, NC (Keynote)  
Kent School, Washington DC (Workshop)  
New Jersey Association of School Administrators, Atlantic City (Keynote)  
Florida Council of Instructional Technology Leaders, Orlando (Keynote)  
Ball State University and Indiana Academy (Keynote and Workshop)  
AoC NILTA (National Information and Learning Technology Assn) Conference, London, England (Keynote)

## 2004

CSTD NB/LearnNB, Fredericton, New Brunswick, Canada (Keynote)  
Louisiana State Teachers Association, Alexandria, LA (Keynote)  
BOCES, Southern Westchester, NY (Keynote)  
Pepperdine University, Boston MA (Workshop)

Pearson Digital Learning, Indianapolis, IN (Keynote)  
NET\*Working 2004 Online, Australia (Keynote)  
Iowa Public Television, Des Moines, Iowa (Keynote)  
National School Board Association, Denver, Colorado (Special Session)  
Games and Learning Conference, Scotland (Keynote)  
Christchurch, New Zealand (Workshop)  
eFest, Wellington, New Zealand (Keynote and Workshop)  
TechLearn, New York, New York  
Simon Fraser University, Vancouver Canada  
ISPI, Vancouver, Canada (Workshop)  
Association of Credit Union Trainers & Educators Conference, Vancouver, Canada (Keynote)  
Pearson Digital Learning, New Brunswick, New Jersey (Keynote)  
National Science Foundation, Washington DC  
Connections, Colorado Springs, Colorado  
Lemon Grove School District, San Diego, California (Keynote)  
Naval Education and Training Command, Washington DC  
World Future Society, Washington DC  
Dept. of Education, Secretary's No Child Left Behind Leadership Summit, Orlando, Florida  
Hewlett Foundation, Menlo Park, CA  
Distance Learning and Multimedia Conference, CCBC Essex, Baltimore, Maryland (Keynote)  
Lexington School District, Lexington, South Carolina (Keynote)  
Future In Review Conference, 2004, San Diego, California  
Serious Games Summit, Game Developers Conference, San Jose, California  
TCC Online (Keynote)  
Internet Multimedia and E-Business, Baltimore, Maryland (Keynote)  
Learn Direct Scotland, Glasgow, Scotland  
Qualifications and Curriculum Authority, London, England (Keynote)  
NASAGA Online (Keynote)  
CoSN, Washington DC (Town Forum)  
NETA, Omaha, Nebraska (Keynote)  
Institute for Creative Technology, Los Angeles, California  
US Special Forces Conference, Cody, Wyoming  
Booz Allen Hamilton, McLean, Virginia

## 2003

Virtual High School Symposium, Los Angeles (Keynote)  
Beyond the Exam, NESTA, UK  
RAND Corporation, Washington DC  
Digital Games Research Association (DiGRA), Utrecht, The Netherlands  
Exploring the Digital Generation, Department of Education, Washington DC  
Department of Defense Training Transformation Conference, Washington, DC  
Media X Gaming to Learn, Stanford University, CA  
19th Annual Conference on Distance Teaching and Learning, Madison, WI (Keynote)  
Best Practices in e-Learning (online)  
CGEY Leadership Conference, Chantilly, France  
Institute for National Defense, FORCEnet 2003, Washington DC  
Tech Ed 2003, Anaheim, CA  
E3, Los Angeles, CA  
Game Developers' Conference, San Jose, CA  
Training 2003, Atlanta  
Institute for Defense Analyses, Alexandria VA.  
Play-to-win, Dundee Scotland (Keynote)  
World eLearning Conference 2003, Edinburgh, Scotland (Keynote)

## 2002

TechLearn 2002, Orlando FL  
The Learning Federation, Orlando FL  
I/ITSEC, (Military Conference) Orlando FL  
Online Learning 2002, Anaheim CA  
NET\*Working 2002, Australia (On-line) (**Keynote**)  
Hong Kong Polytechnic University, Hong Kong  
Tokyo e-Learning Forum 2002, Tokyo, Japan  
ASTD's TechKnowledge, Las Vegas NV (**Keynote**)  
Computer Game Developers' Conference, San Jose CA

### **2001**

Executive Research Council, Cambridge MA  
Video Games and Public Policy Conference, University of Chicago, Chicago IL  
14<sup>th</sup> Annual N.W. Brian Craythorne Lecture, University of Miami Medical School, Miami FL  
WON Conference, New York NY  
Online Training 2001 Conference, Los Angeles CA  
IBM, Fishkill, NY  
Keynote, University of North Dakota Learning Conference, Fargo ND (**Keynote**)  
Training 2001 Conference, Atlanta GA  
CHART Training Conference, Charlotte NC  
Learning Conference, University of Memphis, Memphis TN (**Keynote**)

### **2000**

TechLearn (Elliott Masie), Orlando FL  
North American Simulation and Training Conference, Minneapolis MN (Keynote)  
Online Learning 2000, Denver CO  
Training 2000 Conference, Atlanta GA

### **1999**

Training Directors' Forum (Lakewood), Phoenix, AZ  
Winning Strategies for Training a Geographically Dispersed Workforce (IQPC), Chicago IL (Keynote)  
Association of California Community Colleges, San Francisco, CA (Keynote)  
Training '99, (Lakewood) Chicago IL  
Content World, New York, NY

## MARC PRENSKY

speeches and presentations (continued)

### 1998

New Technology for Human Resources (Adam Smith Institute) Brussels, Belgium  
Managing, Motivating and Retaining a Generation X Workforce (Adv. Learning Institute) San Diego, CA  
**(Keynote)**  
Recruiting, Retaining and Managing a Generation X Workforce (IIR), San Diego, CA **(Keynote)**  
European Council of Financial Executives (The Conference Board Europe), Porto, Portugal  
Learning Technology Fall '98 (Ziff Davis/Softbank), Los Angeles, CA  
Online Learning '98 (Lakewood), Anaheim, CA  
Recruiting, Retaining and Managing a Generation X Workforce (IIR), Boston, MA **(Keynote)**  
Training IT Conference (Influent), San Francisco, CA  
New Media Instructional Design Symposium (Influent), Chicago, IL  
Learning Technology Conference (ZD COMDEX and Forums), Atlanta, GA  
International Society for Performance Improvement (ISPI) International Conference, Chicago, IL  
The Copeland Corporation, Copeland Management Association, Toledo, OH  
Training '98 (Lakewood), Atlanta, GA

### 1997

IBM Knowledge Management Conference, Tokyo, Japan  
Technology-Assisted Learning Conference (IQPC), San Francisco CA  
Interactive '97 Conference (The Softbank Institute), Denver CO  
American Society for Training and Development National Convention, Washington DC  
The 1997 Organizational Learning Conference: Managing Knowledge for Business Success (The Conference Board), Chicago IL  
Technology Assisted Learning for Customer Service Reps (IQPC), Chicago IL  
Using Technology For Training (IIR), Orlando FL  
Corporate University Conference (IQPC), Toronto, Canada

### 1996

LIMRA (Insurance Institute), Chicago, IL  
Technology-Assisted Learning for Financial Services (IQPC), Boston, MA  
Training Directors Forum (Lakewood Conferences), Tempe, AZ  
Interactive '96 (Softbank Institute), Atlanta, GA  
Multimedia Training in Financial Services (ICM), Miami, FL

### 1995

Interactive Learning Technology (Institute for International Research), Washington DC  
Multimedia Training: How to Make it Happen (SkillTech/Softbank), Washington DC  
Bank Administration Institute (BAI), Chicago IL  
Self Directed Learning (ICM), Chicago IL  
MetroSet NY Technology Trainers, New York NY  
Multimedia In Sales and Marketing (AIC), Atlanta GA

## MARC PRENSKY

software products created

### At Games2Train

**Blues Buster** *A game to prevent youth depression in 11-15 year olds (for ORCAS)*

**MoneyU** *A game to create Financial Literacy in teenagers (for Griffin Enterprises)*

**Waste of Space** *A physics learning game for middle schoolers (for the Liemandt Foundation)*

**MeCHeM** *A materials science learning game for middle schoolers (for the Liemandt Foundation)*

**Slinkyball** *A physics learning game for middle schoolers (for the Liemandt Foundation)*

#### **Multi-Player, Multi-Team e-Learning Products**

*A line of multi-player game-based e-learning software for training on the Internet or corporate intranets.*

- **Knowledge Tournament**
- **Space Duel**
- **CardMaster**

#### **PDA- and Cell Phone-Based e-Learning Products**

*A line of game-based e-learning software for portable devices.*

- **Knowledge Tournament**
- **The Cell Phone Challenge**
- **Fast and Fun!**

#### **Other Internet/Intranet Based e-Learning Products**

*I. A line of game-based e-learning software for compliance and certification training on the Internet or corporate intranets.*

- **The Certifier**
- **The Challenge**
- **Pick-it!**
- **Move-it!**
- **Are You Sure?**
- **Cube Dude**
- **DownWord**
- **Learning Solitaire**

*II. A line of specialty e-learning product, including:*

- **Conversations** *(for interpersonal communication)*
- **Idea Mogul!** *(for knowledge management)*

## Videogame Tutorials

- ***The Monkey Wrench Conspiracy™*** *The world's first commercial first-person, 3D, e-learning game for complex software training.*

## LAN-Based Compliance and Certification e-Learning Products

- ***Straight Shooter!™*** *The world's first real-time 3D enterprise-wide e-learning game for Compliance, Continuing Education and Technology Training.*

## Classroom and Desktop Learning Enhancement e-Learning Products

*A product line of easy-to-use game-based templates for creating e learning extremely rapidly.*

- ***The Battle of the Brains*** – *Classroom enhancement*
- ***Presentation Flashcards*** – *Communication*
- ***Reference Flashcards*** – *Quick Reference*
- ***The Scenarios Game*** – *Behavior Change*
- ***QuickTest*** – *Measurement*

*At Bankers Trust*

## Derivatives Trading Simulations

*Complex, client-based e-learning trading games, used around world for Bankers Trust's training, recruiting, and marketing.*

- **HEDGEmanager** Derivatives Trading Game
- **HEDGEfund** Derivatives Trading Game

## Performance Appraisal Software

*Fully encrypted software for officer appraisals used by Bankers Trust around the world*

*At MicroMentor*

## Custom Multimedia e-Learning Products (Local, Network, and CD-ROM-based):

### ***Sample titles:***

- *For SAS Airlines: **Where in the World is Carmen Sandiego's Luggage?***
  - *For JP Morgan: **Financial Instruments Sales Simulation***
  - *For Kraft General Foods: **Tools of Total Quality***
  - *For Harvard Business School: **Kristen's Cookies Process Simulation***
  - *For Boston Consulting Group: **Time Out! Competing in Time Simulation***
  - *For the Toronto Dominion Bank: **The TD Challenge Game***
  - *For Ernst & Young: **Audit and Tax Learning Software***
- et al.

## MARC PRENSKY

software products created (continued)

*At The Boston Consulting Group*

### **Market Research Data Collection and Data Analysis Software:**

- Automated Conjoint Analysis (English, French, Italian and Japanese)
- Automated Factor Analysis

## MARC PRENSKY

press

Marc Prensky, and his companies Corporate Gameware, LLC and Games2train, have been featured in:

- The New York Times
- The Wall Street Journal
- The Financial Times
- The Economist
- Strategy+business
- The BBC
- CNN
- Fox News
- PBS
- Australian Broadcasting Network
- The San Francisco Examiner
- Newsweek
- Time Digital
- Fortune Small Business
- Fast Company
- CIO
- Executive Edge
- Training
- Training and Development
- The Corporate University Review
- Online Learning
- HR Executive
- HR Focus
- Maxim
- Fast Forward
- Nation's Restaurant News
- Sales and Marketing
- Inside Technology Training
- HR Wire
- Computer World
- Securities Industry News
- Derivative Strategies

(reprints and clips available upon request)