



JARED COHEN

Former Advisor to the Secretary of State
Director of Google Ideas



A master at finding creative solutions to age-old problems, Jared Cohen is known for his transformation of some of the innermost workings of the United States government. Now the Director of Google Ideas, Cohen is building relationships and linking resources in the public sector, utilizing technology to create real-time solutions to the complex problems facing businesses, organizations, and governments in the 21st century. He is the co-author (along with Google executive chairman

and former CEO Eric Schmidt) of *The New Digital Age: Reshaping the Future of People, Nations and Businesses*, which explores how the global spread of technology will change the world in the coming decade.

One of a rare breed to come out of Washington, Cohen is a political transcendent who served on the State Department under both the Bush and Obama administrations. As an advisor to Secretaries of State Rice and Clinton, Cohen effectively pushed the "think tank" to evolve into what he calls a "think/do tank" by merging the State Department's traditional handshake relationship-building with the connective power of technology.

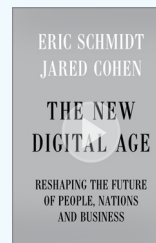
A man of action as well as a creative thinker, Cohen successfully led the charge to postpone the routine scheduled maintenance of Twitter during the Iranian election protests in the summer of 2009. Recognizing the social networking site as the Iranians' only outlet for voicing what was truly happening in their country, it was this action that cemented the power and importance of social media in global affairs.

In his role as the Director of Google Ideas, a global initiatives think tank, Cohen again hopes to create more "doing." His philosophy is simple: implement new ways of thinking by broadening perspectives. Navigating today's corporate landscape relies on more than savvy business intellect and extensive experience; Cohen pushes organizations to realize and adapt to this reality by effectively strategizing and ultimately seeking new, creative solutions by leveraging and linking resources.

TOPICS

- > The Next 5 Billion: Life in Our New Connected Age
- > Cyber Crimes of the Future
- > 21st-Century Statecraft: A New Way of Thinking
- > Understanding the Technological Revolution
- > Harnessing the Power of Youth
- > Power Dynamics in the 21st Century
- > Modern Economic Statesmanship

IN PRINT



"This is the book I have been waiting for: a concise and persuasive description of technology's impact on war, peace, freedom, and diplomacy. *The New Digital Age* is a guide to the future written by two experts who possess a profound understanding of humanity's altered prospects in a wireless world."

-Madeleine Albright
Former US Secretary of State

RAVE REVIEWS

"Jared was fantastic. So dynamic and a great addition to the lineup. Thank you so much for your help in securing his participation."

-Wired Magazine