

## ROBERT X. CRINGELY

(Pronounced Cringe- Lee)

Like most overnight sensations, Robert X. Cringely spent more than 20 years working to become the nerd he is today. He is a best-selling author, columnist, futurist, and PBS personality, and was the 12th employee at Apple Computer back in 1977. After Apple, he taught for several years at Stanford University before becoming the high-tech gossip columnist for *InfoWorld*, a trade paper read each week by more than 600,000 computer professionals.

It was at *InfoWorld* that Robert Cringely fine-tuned the 3,309 entries in his Rolodex that make him “the man with his finger on the very latest on the high tech scene.” He has become a household name throughout the industry, where he has long since been known for his wit, insight, and irreverence. All of these qualities were evident in his 1992 national best-seller *Accidental Empires: How the Boys of Silicon Valley Make Their Millions, Battle Foreign Competition and Still Can't Get a Date*. *Accidental Empires* became the basis for *Triumph of the Nerds*, the highly acclaimed three-hour miniseries that was a runaway success for PBS in 1996 and has been seen in more than 30 countries.

Robert Cringely's show *NerdTV*, which premiered in 2003, is a weekly interview program distributed by PBS purely over the Internet - a first for any TV network. He is also the host of the PBS documentary titled *Electric Money*, which took him to financial capitals as well as remote islands around the world to report on the many impacts of e-commerce on mankind and its traditional monetary systems. He also hosted and helped produce other shows for PBS including *Plane Crazy*, a three-hour series about aviation and human frailty; *Nerds 2.0.1: A Brief History of The Internet* and *Y2K: The Winter of Our Disconnect*.

Robert Cringely writes a weekly column on PBS Interactive (<http://www.pbs.org/cringely>) and is the technology columnist for *Inc.* magazine. He runs his own high tech consulting business and he is a well-known and popular speaker. His accomplishments are the result of the skillful blending of his journalistic and computer capabilities. His work has appeared in *The New York Times*, *Newsweek*, *Forbes*, *Upside*, *Success*, *Worth*, and many other magazines and newspapers.

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