



RISING to the Challenge

Eric Haseltine, PhD

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Dr. Eric C. Haseltine is President and Managing Partner, Haseltine Partners LLC. He was Director of Research at NSA and then Associate Director for Science and Technology for the Director of National Intelligence community.

Before entering government service in 2001, Eric was Executive Vice President of Walt Disney Imagineering, in charge of all R&D for Walt Disney Company, and director of engineering for Hughes Aircraft.

Eric has 15 patents in optics, special effects and electronic media, and more than 100 publications in science and technical journals, the web, and *Discover Magazine*.

Throughout his career, Eric Haseltine has been helping organizations harvest the future by developing far-sighted technological solutions that deliver near-term value.

He is an expert on managing innovation processes, with deep experience in several industries. He's done this in the

defense and entertainment industries – for Hughes Aircraft, designing virtual reality technology for flight simulation, then Disney Imagineering as head of R&D; and ultimately, for the U.S. intelligence community as the Director of National Intelligence's 'CTO'.

Dr. Haseltine specializes in helping organizations whose sales and profits have plateaued to re-discover aggressive growth. Applying principles described in his book, *Long Fuse, Big Bang*, Haseltine helps organizations find big opportunities that are staring them right in the face, but they don't see because of the human brain's natural tendency to filter out information that it doesn't expect or want. Through his experiences as a PhD Neuroscientist and senior executive in both industry and government, Eric not only shows organizations how to find opportunities hiding in their brain's don't-expect-don't-want blind spots, but also how to capture these opportunities once identified.