



Michael J. Margolis

Founder and President

Michael is a pioneer in the fields of story marketing and pop anthropology. As the founder of THIRSTY-FISH, Michael specializes in the marketing of business and social innovation. Michael and his team of associates work on a range of branding, marketing, and organizational change projects – using strategic stories to facilitate idea adoption and behavior shifts. Trained in cultural anthropology and social marketing, Michael is pioneering a new approach to creating meaningful experiences inside organizations, across society, and out in the marketplace.

Michael is a contributing author to *Wake Me Up When the Data Is Over: How Organizations Use Stories to Drive Results* (Jossey-Bass, 2006), a landmark compilation that is in its 2nd edition. Michael is a frequent speaker on the topics of story marketing, brand innovation, and culture change, and author of several blogs including popanthropology.com. An outspoken proponent of the Talent Economy, his work has been recognized by *Fast Company* Magazine, *Los Angeles Business Journal*, *Silicon Alley Reporter*, Harvard Business School, and NPR Radio. In 2001, the American Society for Training & Development's *T&D Magazine*, profiled Michael as one of "Training's New Guard" for the new millennium.

Previously, Michael was a social entrepreneur and start-up specialist. As the co-founder and Executive Director of CitySkills (funded by the Ford and Rockefeller Foundations), Michael helped organize multi-sector initiatives focused on technology workforce development programs across the United States. Before this, he was a founding member and Director of Development for Volunteer Solutions, a technology platform now licensed to a dozen universities and 100+ United Way Chapters across the country. Volunteer Solutions was the first non-profit to win the M.I.T. \$50K Entrepreneurship Competition in 1998. Michael's studies include a bachelor's degree in cultural anthropology from Tufts University, a business bridge certificate from Dartmouth's Tuck School of Management, and a certificate in organizational storytelling from the Center for Narrative Studies.

Raised in a global family, Michael spent his formative years outside Lausanne, Switzerland. He has since lived in Los Angeles, Boston, and Washington, DC – where he resides today with his wife Stephanie. Michael's obsession for chocolate he considers a birthright, and he is known to lead elaborate tasting sessions for clients and friends. You can learn more about THIRSTY-FISH, and how stories shape the world by visiting our blog and web site at www.thirsty-fish.com.