

Dr. Joe Webb

Dr. Joe Webb is one of the graphic arts industry's best-known consultants, forecasters, and commentators. He is the director of WhatTheyThink's Economics and Research Center. His previous book, *Disrupting the Future: Uncommon Wisdom for Navigating Print's Challenging Marketplace*, written with Richard Romano, has been described as "the manifesto for a new generation of printers."

A 33-year veteran of the graphic arts industries, his "Mondays with Dr. Joe" column is recognized as a must-read feature on WhatTheyThink since 2003. His economic forecast webinars and industry presentations assist C-level executives, owners, and analysts understand changes in the economy, technology, and the industry affect their strategic decisions.

He is a Ph.D. graduate of the NYU Center for Graphic Communications Management and Technology (1987) and has served on the Center's Board of Advisors. He holds an MBA in Management Information Systems from Iona College (1981), was a magna cum laude graduate in Managerial Sciences and Marketing from Manhattan College (1978), and was a member of its economics honor society. Dr. Webb started in the industry with Agfa's Graphic Systems Division, was a marketing executive with Chemco Photoproducts, and entered consulting full time in 1987. In 1994, he founded the influential TrendWatch information service, sold to multinational publisher Reed Elsevier in 2000.