



Nationally-recognized expert on consumer electronics, with an emphasis on connected intelligent devices and convergence

Ross Rubin

Director of Industry Analysis

Ross Rubin is a director of industry analysis for The NPD Group. With over 20 years' experience analyzing and writing about the technology industry, Rubin leads The NPD Group's coverage of consumer electronics with an emphasis on connected intelligent devices and convergence. CNN has called him "a top adviser to the leading technology companies."

He is available to offer expert insight and commentary on these and many other industry-related topics:

- The battle for the digital living room
- Home networking between PCs and consumer electronics devices
- Digital media players such as Apple's iPod
- Digital television and home theater adoption
- In-vehicle entertainment
- Smartphone and wireless industry trends

Prior to NPD, Rubin was a vice president and chief research fellow at Jupiter Media Metrix, where he founded and managed research services focusing on PCs and peripherals, smart devices, wireless, broadband, and video games; he created the firm's major analyst report structure. Previously, he was an IT analyst in the Advanced Technologies Group at Salomon Brothers, where he led a team developing the company's first extranet application, and at McKinsey & Company, where he devised strategies for improving electronic communications and workflow.

Rubin has been a featured speaker at many conferences, including CES (for which he serves on the media advisory board), CTIA, and E3. He has been quoted in dozens of media outlets, including ABC News, Bloomberg TV, CNN, *The Wall Street Journal*, *Time*, *Forbes*, and *Business Week*. Ross has written or contributed to 11 books and more than 250 articles for trade publications. He writes monthly columns for ABCNews.com and a weekly column for Engadget. Previously, he served as a contributing editor and columnist for LAPTOP and founding editor and columnist for the Ziff Davis Wireless Supersite, now part of eWEEK.com. Since 2004, he has maintained a blog on consumer technology at <http://www.rossrubin.com/outofthebox/>.

Rubin has a B.S. in Industrial and Labor Relations from Cornell University.

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