

Heidi Toffler
1929-2019



Alvin Toffler
1928-2016

“They [the Tofflers] set the standard by which all subsequent futurists have been measured.”

— *Time Magazine*

Over the course of their personal and professional partnership, they studied, wrote about, and advised on virtually every facet of our modern world. Together, Alvin and Heidi Toffler predicted and documented the dramatic evolution of the knowledge-based economy that replaced the Industrial Age. This Third Wave has shaped everything from our most personal lives, to society, culture, politics, enterprise, innovation, security, infrastructure, and even the frontiers of space.

The Tofflers’ influential writings include articles for *The Washington Post* and *Fortune*, to books including *Future Shock*, *The Third Wave*, and *Revolutionary Wealth*, which have been translated into dozens of languages and are bestsellers in more than 30 countries. The books have earned their place in the American non-fiction lexicon by synthesizing complicated concepts of change to make them useful predictors of the future.

Around the world, political and military leaders, economists, business leaders, musicians, and individuals continue to rely on their insights to understand, plan, and adapt to the increasingly rapid changes shaping our modern existence. Alvin served as a visiting professor at Cornell University, a faculty member of the New School for Social Research, and a visiting professor at the Russell Sage Foundation. Heidi served on the Scientific Advisory Committee of the Pio Manzu Research Center in Italy and on the U.S. Committee for the United Nations Fund for Women. They both have received numerous prestigious awards and honors for their work around the world.

Alvin and Heidi Toffler are the source of legacy and future for Toffler Associates. We extend their curiosity, methodologies, and passion to the organizations we support in becoming Future Proof[®] as we move through this knowledge age and into a complex future.

Awards

National Council for the Advancement of Educational Writing (1969)

McKinsey Foundation Book Award for Contributions to Management Literature (1970)

Prix du Meilleur Livre Etranger, France (1972)

Author of the Year Award – American Society of Journalists and Authors (1983)

Fellow of the American Association for the Advancement of Science (1984)

Centennial Award, Institute of Electrical and Electronics Engineers (1984)

Medal of the President of the Italian Republic for Contributions to Social Thought (1987)

FBI Distinguished Lecturer Series Award (1991)

NASA Group Achievement Award (2000)

American Society of Journalists and Authors Career Achievement Award (2005)

Brown University's Independent Award (2006)

Global Vision Award – Bogota, Colombia (2008)

International Honors

Member of the U.S. Committee for the United Nations Development Fund for Women Advisory Board

Founding Member of Issyk-Kul Forum – Russia

Honorary Member of the Future Studies Academy – Russia

Member of Scientific Advisory Committee of Pio Manzu Research Center in Italy

Officier de L'Ordre des Arts Et Lettres, France

U.S. Government Accountability Office Advisory Board

Named as one of 50 foreigners who have had the greatest influence on modern China by People's Daily On-Line

Member of National Committee for U.S.-China Relations

Milestones

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- 1928** Alvin Toffler is born October 4 in New York.
- 1929** Adelaide (Heidi) Farrell is born August 1 in New York
- 1946** Alvin and Heidi meet while studying at New York University
- 1950** Alvin and Heidi marry.
- 1950** Alvin and Heidi spend five years as blue collar workers to study industrial mass production.
- 1953** In her role as UAW union shop steward, Heidi leads integration of community swimming pool for company picnic.
- 1954** Alvin and Heidi celebrate the birth of their daughter, Karen.
- 1960s** Alvin begins his writing career –
Begins with a union-backed newspaper, then as a correspondent covering the White House and Congress
Becomes a columnist for Fortune, first writing about labor then business and management
- 1962** Plants the seeds for an influential technology thought leadership and advisory role –
Crafts a paper about the social and organizational impact of computers for IBM
Covers the Xerox research laboratory
Advises AT&T about the future of telecommunications
- 1965** *The Culture Consumers*, the first book for Alvin and Heidi Toffler, is published.
- Mid-1960s** Alvin and Heidi begin work on the manuscript that would become the book *Future Shock*.
- 1970** *Future Shock* is published.
- 1970** Awarded the McKinsey Foundation Book Award for Contributions to Management Literature.
- 1972** Awarded the prestigious Prix du Meilleur Livre Etranger in France.
- 1973** *Learning for Tomorrow* is published.
- 1975** *The Eco-Spasm Report* is published.
- 1976** Alvin Toffler testifies at the U.S. Senate Foreign Relations Committee about the growing state of internationalization.
- 1980** *The Third Wave* is published.
- 1983** *Previews and Premises* is published.
- 1985** *The Adaptive Corporation* is published.

“The future always comes too fast
and in the wrong order.”

— Alvin Toffler

Academic Honors

Adjunct Professorship:

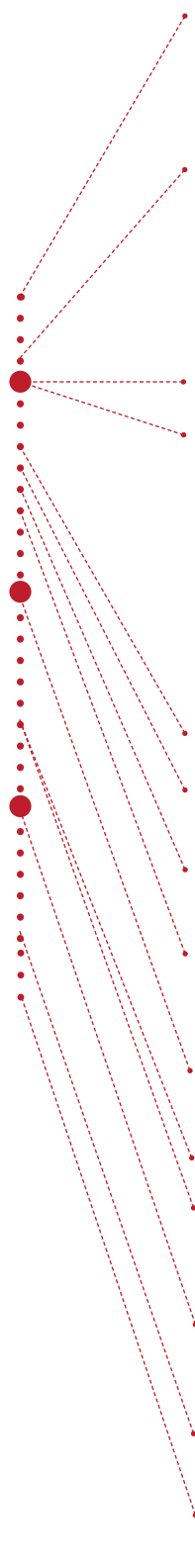
Institute for National Strategic Studies, U.S. National Defense University
Cornell University
New School for Social Research

Honorary Degrees (Partial List):

Doctor of Letters, Miami University (1972)
Doctor of Science, Rensselaer Polytechnic University (1972)
Doctor of Laws, University of Western Ontario (1972)
Doctor of Letters, University of Cincinnati (1972)
Doctor of Letters, Ripon College (1975)
Doctor of Law, Manhattan College (1984)
Universidad Catolica del Uruguay (1993)
Universidad Adolfo Ibanez, Chile (1993)
Doctor of Management, Keio University, Japan
University of Peru
Honorary Degree of Ph.D. in Business Administration, Sogang University (2007)

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.”

— Alvin Toffler

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- 1986** Then-Soviet leader Mikhail Gorbachev calls on Alvin and Heidi to help create the first non-governmental, non-Communist Party organization in the U.S.S.R. since the 1917 Communist Revolution.
 - 1989** *The Third Wave*, a best seller in China, is praised by revolutionary and statesman Deng Xiaoping and then-prime minister Zhao Ziyang. During the Tiananmen Square uprising, it is hailed as the reformers' "Bible" and remains known as "the book that changed China."
 - 1990** *Powershift* is published.
 - 1990s** Architect of the new Singapore, Lee Kwan Yew resigns as Prime Minister. He cites *Powershift* as a key influence on his decades of effort to build a prosperous new country. Former Prime Minister L.K. Advani declares his reliance on the Tofflers' works. Nobel Laureate (2000) and then South Korean president Kim Dae-jung asks the Tofflers to serve as his personal advisors.
 - 1993** *War and Anti-War* is published.
 - 1994** *Creating a New Civilization: The Politics of the Third Wave* is published.
 - 1995** Newly appointed senator Newt Gingrich compels Congress to read Toffler.
 - 1996** Toffler Associates is founded to guide governments and businesses working to transform their organizations to be Future Proof®.
 - 2000** Alvin and Heidi's daughter, Karen, passes away at age 46 from Guillian-Barre syndrome.
 - 2006** *Revolutionary Wealth* is published.
 - 2006** Receive Brown University Independent Award. Joins Mikhail Gorbachev, Margaret Thatcher, Steve Jobs, and Ted Turner as past recipients.
 - 2010** At the 40th Anniversary of *Future Shock*, worldwide coverage confirms the accuracy and impact of the book and of the Tofflers' work as futurists.
 - 2016** Alvin Toffler passes away at the age of 87 at his home in California.
 - 2019** Heidi Toffler passes away at the age of 89 at her home in California.