

Gary Shapiro

Gary Shapiro is president and CEO of the Consumer Technology Association. Shapiro authored the books *Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses*^[1] and *The Comeback: How Innovation Will Restore the American Dream*.^[2] And he is the author of the forthcoming *Ninja Future: Secrets to Success in the New World of Innovation*^[3]. Through these books, media interviews,^[4] and opinion pieces in publications such as *The Wall Street Journal*,^[5] *The New York Times*^[6] and *The Washington Post*,^[7] Shapiro explains the economic importance of innovation. He is considered an “influencer”^[8] on LinkedIn, and is a speaker at conferences including DLD,^[9] Milken,^[10] The Next Web^[11] and SXSW.^[12]

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Career

Shapiro holds a law degree from the Georgetown University Law Center. He is a graduate of the Binghamton University, where he majored in economics and psychology.

Shapiro was an associate at the law firm of Squire, Sanders and Dempsey.^[13] He also worked as a legislative aide on Capitol Hill.^{[14][15][16]}

Shapiro helped found and chaired the HDTV Model Station, and has served on the board of the Advanced Television Test Center.^[16] He co-founded and chaired the HDTV Model Station, served as a leader of the Advanced Television Test Center (ATTC) and is a charter inductee to the Academy of Digital Television Pioneers, receiving its highest award as the industry leader most influential in advancing HDTV.

Shapiro is chairman of the Home Recording Rights Coalition.^{[17][16]}

While Shapiro was at Georgetown, J. Edward Day, a senior partner at Squire, began to mentor Shapiro. He instructed Shapiro to begin monitoring developments in the *Sony* case. The case was filed to prevent Sony and retailers from making and selling video cassette recorders.^{[15][16][18]} The decision by the Ninth Circuit against Sony spurred a group of retailers, consumer groups and manufacturers, such as 3M, General Electric and RCA, to start weekly meetings in order to coordinate their fight against the verdict. These meetings quickly resulted in the creation of the HRRC. As chairman of the coalition, Shapiro has testified before Congress and has helped ensure the growth of the video rental market, VCRs, home computers, and audio-recording equipment, including MP3 technology.^[15]

Public service and recognition

Shapiro testified on a Senate Commerce, Science & Transportation Committee hearing on the risks to innovation caused by over-regulation.^[19] He has been named a "Tech Titan" by *Washingtonian* magazine^[20]. In 2015, 2016, and 2017, *The Hill*^[21] named Shapiro “one of the most influential lobbyists” in Washington, D.C. In 2015, Shapiro was named one of DC Inno's 50 on Fire^[22] of DC Government and Advocacy. Shapiro has been repeatedly named one of the 100 most influential people in Washington by *Washington Life* magazine and a Tech Titan by *Washingtonian* magazine. He was inducted into the Academy of Digital Television Pioneers and in 2003 received its highest award as the industry leader most influential in advancing HDTV.^[14] He has held many exhibition industry leadership posts and received the IAEE Pinnacle Award. In 2004, the Anti-Defamation League honored Shapiro with its American Heritage Award at its annual dinner in recognition of his "long commitment to the humanitarian goals of civil rights and justice."^{[16][23][24]}

Shapiro sits on the State Department's Advisory Committee on International Communications and Information Policy,^[25] the No Labels Executive Council, the USO of Metropolitan Washington-Baltimore Board of Directors and the American Enterprise Institute Global Internet Strategy Advisory Board.^[26] He has served on the Board of Directors of the Northern Virginia Technology Council,^[27] the Economic Club of Washington,^[28] the Commonwealth of Virginia's Commission on Information Technology, which created policy positions for using the internet as a medium for business, and on the Board of Visitors of George Mason University. He has also been recognized by the U.S. Environmental Protection Agency as a “mastermind” for his initiative in helping to create the Industry Cooperative for Ozone Layer Protection (ICOLP).

Family

Shapiro divorced and later remarried. He has two sons with his second wife, Susan Malinowski,^[29] and two sons from a previous marriage.^{[15][30]}

Books

- The Comeback: How Innovation Will Restore the American Dream* (2011)
- Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses* (2013)
- Ninja Future: Secrets to Success in the New World of Innovation* (2019)

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External links

- "Why US must rekindle its relationship with Canada, yes Canada" (http://www.foxnews.com/opinion/2013/11/11/why-us-must-rekindle-its-relationship-with-canada-yes-canada), foxnews.com, November 11, 2013; accessed December 8, 2014.

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Nationality	American
Occupation	Lawyer, writer and businessman
Known for	<i>Ninja Innovation: The Ten Killer Strategies of the World’s Most Successful Companies</i> and <i>The Comeback: How Innovation Will Restore the American Dream</i>



Gary Shapiro with CTA's 2016 Digital Patriots Sen. Corey Booker and Rep. Blake Farenthold, in Washington, D.C.