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After completing university studies in natural science and management, he travelled the world as a marketing manager for American and British companies in the fine chemicals business.

During extensive visits to the then Soviet Block he was able to experience first-hand the glaring inefficiencies and tragicomic consequences of the way in which organizations were managed under the Soviet communist system.

Subsequent experience as a management consultant in Western Europe and Asia enabled him to take a critical look at how organizations operate in the more successful economic systems of the capitalist West.

With the introduction of personal computers in the early 1980s he was involved in the development of a number of ventures in information technology, and worked as an I.T. and Internet consultant for major corporations in London and continental Europe. In the early 1990s he was the first person to run courses for UK CEOs on the commercial uses of the Internet.

His search for meaning in work and his questioning of the effectiveness of organizations motivated him to organize a series of seven international conferences covering four continents between 2004 and 2007. These meetings formed the basis of his first book, *The Leadership Delusion* which came out in 2007.

Whilst his first book presented a new organizational model for the 21st century, *Rossi's eCat* tells the story of a curious little device, how it came to be, how it remained hidden from view, how it emerged after many almost theatrical twists and turns and how it was to change almost every facet of the lives of virtually everyone on this planet.

This book also places Rossi's eCat into the context of a rapidly changing world, a world in which both money systems and the nature of democracy are being transformed in such a way as to make the new organizational model for the 21st century into a tool perfectly adapted for a world of free energy, free money and free people.

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