# Michele Wucker (Founder & CEO, Gray Rhino & Company)

A person wearing glasses

Description automatically generated with low confidenceStrategist and best-selling author, Michele Wucker, coined the term “gray rhino” as a call to take a fresh look at obvious, probable, impactful risks and improve our responses to them. She founded the Chicago-based advisory firm [Gray Rhino & Company](http://thegrayrhino.com/), drawing on her experiences a policy analyst and media and think tank executive. Her four books include the influential global bestseller, [*THE GRAY RHINO: How to Recognize and Act on the Obvious Dangers We Ignore*](https://www.wucker.com/the-gray-rhino/), and the recently released sequel, [*YOU ARE WHAT YOU RISK: The New Art and Science of Navigating an Uncertain World*](https://www.amazon.com/You-Are-What-Risk-Navigating-ebook/dp/B08FJKSNWK/)*.*Central banks and securities regulators around the world use gray rhino theory in their work, as do business strategists, corporate boards of directors, chief risk officers, business continuity and emergency management professionals, insurers, and policymakers focused on everything from national security to climate change.

Link to full bio at [https:/ /www.thegrayrhino.com/the-gray-rhino-about/michelewucker/](https://www.thegrayrhino.com/the-gray-rhino-about/michelewucker/)