

# CAM MARSTON

## EXPERT ON THE GENERATIONS



Cam Marston is the leading expert on the impact of generational change and its impact on the workplace and marketplace. As an author, columnist, blogger, and lecturer, he imparts a clear understanding of how generational demographics are changing the landscape of business. Marston and his firm, Generational Insights, have provided research and consultation on generational issues to hundreds of companies and professional groups,

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ranging from small businesses to multinational corporations, as well as major professional associations, for over 20 years.

Marston's books, articles, columns, and blog describe and analyze the major generations of our time: Matures (born before 1946), Baby Boomers, (born 1946-64), Generation X (born 1965-79), Millennials (born 1980-2000), and iGen (born 2000+). He explains how their generational workplace and marketplace preferences affect every aspect of business, including recruiting and retention, management and motivation, and sales and marketing.

His first book, *Motivating The "What's In It For Me?" Workforce* (2005), explores the characteristics and motivations that each generation brings to the workforce and suggests management tactics applicable to any business setting. His next book, *Generational Insights* (2010) is a guide to the best practices in managing generational issues. *Generational Selling Tactics That Work* (2011) is the first book-length study of generational approaches to sales and marketing. His short book *The Gen-Savvy Financial Advisor* (updated in 2017) is a must-read in the financial services industry.

Marston's half-day training program, "Leading Multi-Generational Teams," features the Gen-Flex® process which teaches leaders how to be flexible in their generational workplace preferences to get the best performance out of their teams. His short, online micro-videos for sales, recruiting, and management are designed to help managers and leaders understand the reason such generational disparities exist and how to overcome them through specific sales and workforce tactics.

In 2018 Marston launched a regional radio show (also available as a podcast) called *What's Working with Cam Marston* with expert guests offering insights and opinions on the trends that are shaping today's workplace and workforce.

Marston's expertise has also been featured in the *Wall Street Journal*, *The Economist*, the *Chicago Tribune*, *BusinessWeek*, *Fortune*, *Money*, *FastCompany*, and *Forbes*, as well as on *Good Morning America*, *CNN International*, and the *BBC*. He writes a column for *Investment Advisor*, and has been a featured columnist in many trade journals. His blog at *GenerationalInsights.com* tracks the latest changes and developments in generational issues and demographics.

Cam Marston, acclaimed author, columnist, blogger, and lecturer, is the leading expert on the impact of generational change and its effect on the marketplace.

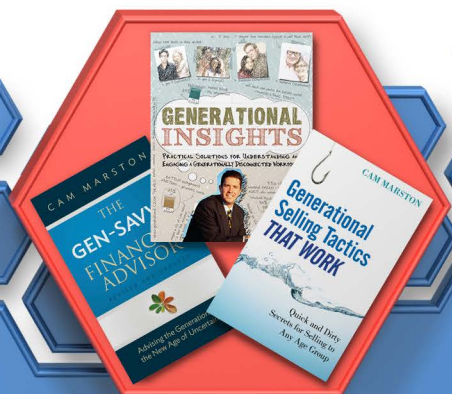
As a consultant, Marston has provided insight and advice to leadership at the nation's most prominent corporations as well as multinational corporations including American Express, Fidelity, BASF, Nestle, Schlumberger, Merrill Lynch,

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Coca-Cola, Macy's, Warner Brothers, ESPN, Qualcomm, RE/MAX and Eli Lilly. He has also offered presentations and consultations for the U.S. Department of Agriculture, the Internal Revenue Service, and the U.S. Army, as well as for major professional associations such as the American Bankers Association, the Financial Services Roundtable, and the Million Dollar Roundtable.

Marston's presentations are informative, engaging, and humorous. He offers concrete demographic research that is tailored to his audience and he enlivens the data with anecdotes, tales from the real business world, attention-grabbing visuals, and quips that make the message memorable. Marston's clients consistently report that his research makes his programs relevant and his presentation style makes them interesting and fun.

Marston's insights and expertise are the products of over 20 years of research and consultation across a wide range of industries as well as his own early-career background in corporate sales and research. He holds a Bachelor of Arts from Tulane University and is a native and resident of Mobile, Alabama.



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