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Cam Marston is the leading expert on the impact of generational change and its impact on the 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, ranging from small businesses to multinational corporations, as well as major professional associations, for over 16 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), and Millennials (born 1980-2000). He explains how their generational characteristics and differences 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 two training videos have been best sellers since introduced in 2005. His short book *The Gen-Savvy Financial Advisor* (2012) is a must-read in the financial services industry. Marston’s expertise has also been featured in the *Wall Street Journal*, *The Economist*, the *Chicago Tribune*, *BusinessWeek*, *Fortune*, *Money*, and *Forbes*, as well as on *Good Morning America*, *CNN International*, and the *BBC*. He writes a column for *InvestmentNews*, *CNBC*, *Investment Advisor*, and has been a featured columnist in *Agent’s Sales Journal*, *AdvisorOne Magazine*, *ThinkAdvisor* and *Multi-Housing News*, among others. His blog at generationalsights.com tracks the latest changes and developments in generational issues and demographics.

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*, *Kellogg*, *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 major professional associations such as the *American Bankers Association*, the *Financial Services Roundtable*, and the *Million Dollar Roundtable*. He is an ongoing instructor at *Belmont University’s Scarlett School of Leadership*. Marston’s presentations are informative, engaging, and humorous. He offers concrete demographic research that is tailored to his audience. But 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 product of 16 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*. He is a native and resident of *Mobile, Alabama*.

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