

# INTRODUCTION FOR: CAM MARSTON

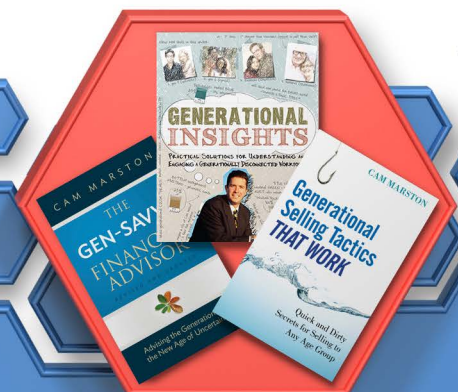


Cam Marston is the leading expert on the impact of generational characteristics and differences on the workplace and the marketplace. Marston and his firm, Generational Insights, have provided research and consultation on generational issues to hundreds of companies and professional groups, ranging from small businesses to multinational corporations, as well as major professional associations, for over 20 years.

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

Marston's expertise has been featured in the *Wall Street Journal*, *The Economist*, the *Chicago Tribune*, *BusinessWeek*, *Fortune*, *Money*, and *Forbes*, as well as on Good Morning America and the BBC. He is here today to explain how the workplace has changed as a result of these new generations.

A native and resident of Mobile, Alabama please welcome Cam Marston.



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