



CAPITOL CITY SPEAKERS BUREAU

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Cam Marston

Travels from: **Alabama**

Fee Range: **\$15,001 - \$20,000**

Cam Marston is the leading expert on the impact of generational characteristics and differences on the workplace and 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 15 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*, 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* is a guide to the best practices in managing generational issues. *Generational Selling Tactics That Work* is the first book-length study of generational approaches to sales and marketing. Marston's expertise has also been featured in the *Wall Street Journal*, *The Economist*, the *Chicago Tribune*, *BusinessWeek*, *Fortune*, *Money* and *Forbes*. He writes a monthly column for *Business Alabama* and *Investment News* and has been a featured columnist in *Agent's Sales Journal*, *PROFIT Magazine* and *Multi-Housing News*.

As a consultant, Marston has provided generational insight and advice to leadership at the nation's most prominent corporations, including American Express, Fidelity, Merrill Lynch, Kellogg, Coca-Cola, Macy's, Warner Brothers, ESPN, Qualcomm, RE/MAX and Eli Lilly. Marston's presentations are informative, engaging and often 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 insights and expertise are the product of 15 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 and a proud member of Generation X.

Most Requested Programs...

- The Gen-Savvy Financial Advisor
- Selling Across the Generations
- Four Generations in the Workplace
- Attracting and Retaining a New Generation of Employees