

INTRODUCTION SCRIPT

Introduction for: Cam Marston | Keynote Speaker, Author, and Generational Expert

(Edit for length and content as needed)

Cam Marston has studied the trends shaping the workplace, the marketplace, and retirement transition for more than 25 years. His original focus was on generational differences and how employers and sales teams can use an understanding of each generation to become more effective leaders and salespeople.

In 2018, Cam began a podcast that was soon picked up as an FM radio show called What's Working with Cam Marston. Cam interviews a wide range of businesspeople to learn about the trends influencing their workplace, workforce, and marketplace, and how they are reacting to them. The show is now at 402 episodes.

Cam is the author of six books, including The Gen-Savvy Financial Professional, now in its 3rd edition, and the PHASE Into Retirement™ Field Guide — his framework for helping financial advisors, HR leaders, and organizations address the non-financial side of retirement readiness.

Cam also records commentaries for Alabama Public Radio titled Keepin' It Real, broadcast during Friday drive time. They're humorous and inspirational insights into his observations of the world around him and have won both statewide and national awards. You can find both his radio show and his commentaries on your favorite podcast app.

Marston's insights and expertise have 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.

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

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