



CAM MARSTON

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Introduction for:

Cam Marston | Expert on Workplace and Marketplace Trends

(Edit for length and content as needed)

Cam Marston has studied the trends shaping the workplace and marketplace for the past twenty years. His original focus was on generational differences and how employers and sales teams can utilize 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 businesspeople are reacting to them. He has now broadcast over 200 episodes and his fifth book, *What Works: The Ten Best Ideas from the First 200 Episodes*, was released in the spring of 2022.

Cam also records commentaries for Alabama Public Radio titled *Keepin' It Real* which are 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.