

CAM MARSTON

EXPERT ON WORKPLACE AND MARKETPLACE TRENDS



Cam Marston, acclaimed author, columnist, lecturer, and radio/podcast host is a leading expert on workplace and marketplace trends.

CAM MARSTON is an author, advisor, radio talk show host, and top-rated keynote speaker on the trends shaping the workplace and marketplace. His presentations are informative, engaging, humorous, and full of concrete research that is tailored to his audience. Cam enlivens the data with anecdotes, tales from the real business world, attention-grabbing visuals, and quips that make the messages and actionable strategies memorable.

His original focus was on generational differences and their impact on the workplace and marketplace. Cam and his firm, Generational Insights, have provided research and consultation to hundreds of organizations, ranging from small businesses to multinational corporations, as well as to major professional associations. Cam's four books and countless articles describe and analyze the major generations of our time, explaining how generational workplace and marketplace preferences affect every aspect of business, including recruiting and retention, management and motivation, and sales and marketing.

In 2018, Cam began a podcast which was soon picked up as an FM radio show titled *What's Working with Cam Marston*. Cam interviews a wide range of expert guests to learn about the trends influencing their workplace, workforce, and marketplace, and how they are successfully reacting to them. He has now broadcast over 200 episodes and released his fifth book, *What Works: The Ten Best Ideas from the First 200 Episodes*.

Cam also records commentaries for Alabama Public Radio called *Keepin' It Real*. They're his humorous and inspirational 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. The commentaries have recently been converted into short subscription based videos to be used as inspirational and motivational weekly training content for the workplace.

Cam's expertise and acumen are the products of over 20 years of research and consultation across a wide range of industries. He has provided insight and advice to leadership at the some of the world's most prominent corporations, including Kaiser Permanente, Charles Schwab, BASF, Nestle, Schlumberger, Fidelity, 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, NASA and the U.S. Army, as well as for major professional associations such as the American Bankers Association, the Health Care Compliance Association, FMI/The Food Industry Association, the Financial Services Roundtable, and the Million Dollar Round Table.

Cam's perspectives have been featured in the *Wall Street Journal*, *The Economist*, *Investment Advisor*, the *Chicago Tribune*, *BusinessWeek*, *Fortune*, *Money*, and *Forbes*, as well as on *Good Morning America* and the BBC. He holds a Bachelor of Arts from Tulane University and is a native and resident of Mobile, Alabama.



For more information contact

HELEN BRODER - Business Manager
Helen@CamMarston.com | 703.757.1204

www.CamMarston.com

CAM MARSTON