# JEFFFROMM

## Biography

Jeff serves as President of FutureCast, a consultancy that helps clients from Amazon to emerging brands leverage consumer trends, technology and innovation.

As a professional speaker, Jeff has keynoted more than 500 events all over the world, to audiences from board meetings to thousands. His talks focus on how youth culture impacts sales and profit growth across generations, from Gen Z to Baby Boomers.  His message is both fun and functional. As the CEO of a $2 billion company said, “I have 14 pages of notes that can impact our business immediately.”

Prior to FutureCast, Jeff served as EVP at Barkley, an independent ad agency and FutureCast’s corporate parent. Prior to 2010, Jeff was Managing Director of Adamson, an ad agency that acquired his prior marketing consulting company.

Jeff is the co-author of three youth marketing books, dozens of research reports, and hundreds of Forbes columns:

Jeff has been interviewed for a TIME magazine cover story on millennials with kids, and by hundreds of other publications.  His FutureCast research is widely used by major brands, and has been cited by Forrester.

Jeff is an active board member for Three Dog Bakery, a premium pet treat brand, and Tickets For Less, an online ticket broker. He holds an economics degree with an emphasis in marketing from The Wharton School at the University of Pennsylvania, and attended The London School of Economics.