

# JEFF FROMM

## Short Biography

Jeff Fromm is a subject matter expert and professional speaker on consumer trends, marketing and innovation. He has keynoted over 500 times all over the world – well, not Antarctica.

He is a contributing writer for Forbes and co-author of three books: “Marketing to Millennials,” “Millennials with Kids” as well as “Marketing to Gen Z.”

Jeff is president of FutureCast, a consumer trends consultancy that is a division of the ad agency Barkley. While others talk about trends, Jeff and his partners are applying trends to create marketing and innovation best practices. His humorous stories and provocative new strategy paradigms are supported by hard research and real client profit growth.



A partial list of current and past FutureCast clients include: Amazon, Dairy Queen, Hershey, Marriott and the Missouri Lottery.

Jeff has more than 25 years of brand marketing consulting experience. He serves on the Board of Directors at Three Dog Bakery and Tickets for Less.

Jeff graduated from The Wharton School of the University of Pennsylvania and attended The London School of Economics.