

JEFFFROMM

Speaker Introduction

Our next speaker led the first large scale public study of Millennials as consumers in a research partnership between Boston Consulting Group, Service Management Group and FutureCast in 2010.

Since then he has co-authored three books on consumer trends, including a new book "Marketing to Gen Z."

Jeff is the President of FutureCast which is a research/innovation consultancy and the only graduate of the Wharton School with a major in beer pong. Please welcome Jeff Fromm.