

# JEFF FROMM BIOGRAPHY

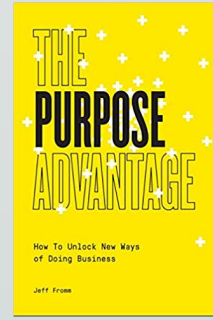
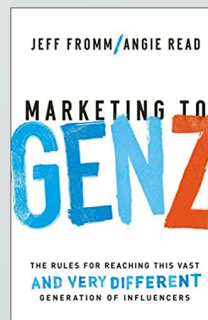
As the Millennial and Gen Z Marketing Guy, Jeff Fromm has traveled the world sharing insights on how youth culture is impacting the marketplace—as well as the consumer behaviors of every generation.

He led the first public study of millennials in 2010 through a partnership with the Boston Consulting Group. That work informed his first book: *Marketing to Millennials*. He has since co-authored three more: *Millennials with Kids*, *Marketing to Gen Z* and *The Purpose Advantage*. He also is a regular contributor to *Forbes*.

Jeff earned an economics degree with an emphasis in marketing from The Wharton School of the University of Pennsylvania and attended The London School of Economics. He is the president of Futurecast, a forward-thinking trends consultancy, and a partner at Barkley, a creative idea company.

While others may talk about trends, Jeff and his partners merge such insights to create marketing and innovation best practices—these applications are the basis of Jeff’s presentations. With years of brand marketing consulting experience, his humorous stories and provocative new strategy paradigms are supported by hard research and real client profit growth.

Jeff is the father of three children and resides with his wife, Rhonda, in Leawood, Kansas. Jeff also serves on the board of directors at Three Dog Bakery, a premium pet treat brand, and Tickets For Less, an online ticket broker.



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