

A black and white portrait of Dr. Alexis Abramson, a woman with long, wavy blonde hair, smiling. She is wearing a black turtleneck sweater and has her hands clasped in front of her. The background is split into a white left half and a blue right half.

DR | ALEXIS

GLOBAL GENERATIONS **EXPERT**

SPEAKER PACKET

AlexisAbramson.com

DR | ALEXIS

Dear Speaker Director:

Please accept our application for [Alexis Abramson, PhD](#) to join your speakers bureau. Dr. Abramson is a world renowned Generational Expert and the leading *Global Authority on the Millennial and Boomer Consumer*. Dr. Alexis is an inspiring [speaker](#), [corporate consultant](#), highly acclaimed [author](#) and Emmy award-winning entrepreneur and journalist.

Her commitment to millennials, baby boomers, mature adults and caregivers has been featured in many [national publications](#) including *TIME*, *Forbes*, *Wall Street Journal*, *Entrepreneur* and *People* magazines. Her [client list](#) includes Duracell, the Arthritis Foundation, Sanofi, L'Oreal Paris, Philips Electronics, BMO Private Bank, Siemens, COMCAST, Kimberly-Clark, Golden Door Spa, American Automobile Association (AAA), Beltone, Kroger, P&G, Century 21, AARP, Humana, Walmart, Northwestern Mutual, Harvard, Genworth, Subway and many more.

Included in this packet you will find:

- Biography & CV
- Speech topics
- Speaking reels
- References and testimonials

In addition:

- Dr. Abramson's standard speaking fee is in the \$15K - \$20K range (in addition to all travel related expenses). She speaks both domestically and internationally.
- Dr. Abramson would like to be listed under the "request fee" category as her pricing might be higher or lower depending on the client. She is also willing to discuss a lower fee for non-profit organizations - especially if they are specifically in the aging industry.
- Dr. Abramson gives approximately 45 speeches per year and is prepared to present as many as 70 per year.
- A [downloadable media kit](#), including headshots, logos, CV, etc. is available for use.

Should you have any additional questions, please do not hesitate to contact [Dr. Abramson](#), or [me](#), directly via email or via phone at 1-877-895-3680. We look forward to hearing from you and appreciate your consideration of this application.

Sincerely,

Sarah Miller

Strategic Communications Director

info@abramson.com



BIOGRAPHY & CV

[Alexis Abramson, Ph.D.](#) is a generational expert, a 'trendspotter' for those over 50, and the global authority on the millennial and boomer consumer. She is an inspiring speaker, blogger, corporate consultant, successful author, and award-winning entrepreneur and journalist. Her commitment to multi-generations, baby boomers and mature adults has been featured in many national publications, including TIME, Forbes, Wall Street Journal, Entrepreneur and People. Dr. Abramson is an Emmy and Gracie award-winning journalist who has appeared frequently as an on-air expert gerontologist for NBC's Today show, CNN, CBS, FOX, MSNBC and numerous other media outlets. In addition to her own popular [blog](#), Dr. Alexis is a featured contributor for many top tier websites including ThriveGlobal, Sharecare and Caregiving.com. She is highly-sought after as a [keynote speaker](#) at industry conferences, bringing awareness of the intergenerational dynamic between millennials, baby boomers and mature adults to Fortune 100/500 corporations, consumers, government agencies, and non-profits.

As a proven industry [consultant](#), Abramson is frequently retained to help organizations make products and services accessible and user-friendly across generations. Dr. Abramson works closely with business development and marketing teams as they create strategy plans and develop target rich collaterals geared toward cross generational population segments. In addition, she instructs employees on how to be more sensitive to the needs of each generational cohort. Dr. Abramson has worked closely with many major [organizations](#), including Duracell, Arthritis Foundation, Sanofi, L'Oreal Paris, Philips, Harvard, BMO Private Bank, Siemens, COMCAST, Beltone, SCI, Kroger, AAA, Northwestern Mutual, Hearing Life, Proctor & Gamble, Century 21, Humana, AIG, Subway, Genworth, Kimberly-Clark, Walmart, AARP and many more.

She is the author of four highly-acclaimed [books](#) – *The Caregivers Survival Handbook*, a guide to help caregivers balance the responsibilities of caring for others and for themselves; *Home Safety for Seniors*, a room-by-room reference and idea book for making independent senior and home-bound living easier; *The 55+ Fact Book*, a collection of must know facts, statistics, and interesting information about the 55+ demographic; and *The Medicare Resource Guide*, a comprehensive collection of resources and documents necessary for individuals caring for aging friends or family members. Her next book, *The Ultimate Longevity Guide*, will be published in the Fall of 2019.

Her dedication to baby boomers and mature adults has won Dr. Abramson a number of professional accolades, including Working Woman Magazine's General Entrepreneurial Excellence Award, Atlanta Small Business' Person of the Year Award, 40 Under 40 Award, American Society of Aging's Outstanding Business Award, and many others. Dr. Abramson received her Doctorate in Gerontology from the prestigious University of Southern California's Davis School of Gerontology.

ALEXIS ABRAMSON, PhD

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Generational Expert – Global Authority on the Boomer Consumer

Powerhouse consultant and unmatched authority on the most affluent consumer group, the 50+ market of over 180M adults, galvanizes market penetration and profits. Performs roughly 100 C-suite panel and keynote speaking engagements per year for Fortune 500, nonprofit, and private organizations, addressing global audiences of up to 5,000 people as a multigenerational/mature adult population expert.

Drives profitable consumer products and deliverables through generational expertise in partnership with sales and marketing teams, creates nuanced training to improve employee sensitivity and understanding of 50+ clientele, and performs as spokesperson to capture goodwill and educate media and public on the benefits of programs and services for baby boomers and seniors.

Core Consulting Competencies

- * Business Strategy Sessions
- * Keynote Speaking Engagements
- * Marketing/Advertising/Sales
- * PR/Corporate Spokesperson
- * Product R&D/Launch/Scale
- * User Experience Analysis
- * Trendspotting/Futurecasting
- * Short- & Long-Term Planning
- * VC and Private Fundraising
- * Generational Consumer Insights
- * Authoring Research Projects
- * Developing Training Collaterals

KEY METRIC HIGHLIGHTS

Market Penetration & Profitability

- Propelled investment increases of approximately \$16M annually for major financial institution by engaging mature adult portfolio clients via sponsored speeches on financial planning, longevity, caregiving, and retirement.
- Generated \$5M+ in sales via on-air/online appearances across platforms including QVC, infomercials, PSAs, and other media spots as spokesperson for multi-industry Fortune 500 companies targeting 50+ consumers.
- Brokered B2B partnership between market-leading global fitness empire and preeminent health insurance organization increasing boomer-targeted databases for both entities by 1M+.

Product Development & Sales Growth

- Envisioned and developed new product concept for multibillion-dollar corporation. Orchestrated, oversaw financials, and launched product initiative, which is projected to yield \$100M+ over 5 years.
- Upgraded 50+ targeted brand collaterals and product options for retail chain, resulting in sales increase of 25%+.
- Worked with venture-financed startup to develop three 50+-friendly products related to chronic conditions. All of these products were launched internationally within a 24-month time period.

Consumer Insights & Employee Development

- Surged mature adult reservations 27%+ via boomer user experience (UX) enhancements for luxury hotel brand.
- Created customized 'Boomer Consumer' sales training program for elite sales teams that was so successful it is currently being rolled out to 3,000 sales associates company-wide.
- Conducted boomer/senior-sensitivity training course for employees of one of the largest international restaurant chains resulting in 37% uptick in positive customer service feedback from the targeted market.

----- SELECT CONSULTING EXPERIENCE -----

PRODUCT DEVELOPMENT | MARKETING/ADVERTISING



- As Entrepreneur-In-Residence, established and launched robust, revenue-producing product line including long-term planning, management of financials, sales and marketing, and end-to-end strategic execution from R&D to full scale. Performed as interim C-suite executive-in-charge during launch of innovation lab dedicated to developing disruptive products for the 50+ population (AARP).
- Conceptualized and guided 1-/3-/5-year business development for quick hit/long-term opportunities. Set business plan and marketing collaterals targeting boomer consumer and played key role in strategy execution (Comcast).
- Collaborated with marketing/branding team to build and launch frequent flyer program for mature adults resulting in market share upsurge. Served as spokesperson to inform community/media on program benefits (Delta).

THOUGHT LEADERSHIP | RESEARCH & ANALYSIS

**Kimberly-Clark**

- Accelerated customer base expansion through comprehensive industry-specific analysis of the needs of boomers/seniors over the next 10-20 years. Used both quantitative and qualitative research tools to identify meaningful 50+ market segment insights in the health, wellness, and hygiene space (Kimberly-Clark).
- Partnered with in-house research team to originate proprietary industry-specific generational segmentation. Authored white paper around findings that cemented organization's thought leadership positioning within the industry. Delivered sponsored keynote presentations on "Caring for the Caregiver" and "Four Keys to Longevity" for 10 years to multigenerational audiences throughout USA and Canada (BMO).
- Heightened corporate understanding of how to renovate business locations to appeal to mature adults through in-person audits. Led implementation of senior-friendly environmental improvements resulting in profound sales increases and optimized client satisfaction and retention rates (Kroger).

CORPORATE TRAINING

DURACELL®Service Corporation
International**SUBWAY®**

- Enhanced employee knowledge base of boomer/senior consumer through creation of industry-specific training modules and educational collaterals for both new hire onboarding and continuing development. Built library of training collateral customized to specific departments such as HR, sales, and marketing. Tapped as spokesperson for debut launch of senior-friendly hearing aid battery (Duracell).
- Delivered premier keynote presentation at major sales conference in order to overhaul pre-set notions of baby boomer consumer and to arm top sales associates with key consumer insights. Trained the trainers on breakout session content for roll out to entire sales team across USA and Canada (SCI).
- Instituted training program to heighten employee sensitivity across physiological, psychological, and physical nuances specific to boomers and seniors spanning tone, attitude, semantics, physical limitations, etc. (Subway).

PUBLIC RELATIONS | SPOKESPERSON

Humana**PHILIPS****L'ORÉAL**

- Propelled program goodwill as spokesperson for Humana/Walmart-Preferred Rx Plan through satellite media tour, social media outreach, and the development of caregiver and intergenerational benefit-focused educational materials. Championed program at Senior Olympics as keynote speaker (Humana).
- Featured as 50+ Spokesperson leveraging gerontology expertise, industry regard, and connection with audience across extensive media tours, social media outreach, news releases, and as the host for national television shows geared towards educating the public on the company and cascading brand equity (Philips).
- As spokesperson for L'Oreal Paris Age Perfect press event, leveraged baby boomer expertise to craft beauty and fashion tips as well as Q&A content across L'Oreal Paris social media, LOrealParisUSA.com, and personal social media channels. Presented consumer trends to press and media audience during new product launch (L'Oreal).

ACCOLADES

SELECT AWARDS

- Emmy, Gracie, and Telly Award
- Working Woman Magazine's General Entrepreneurial Excellence Award
- Atlanta Small Business Person of the Year
- 40 Under 40 Award
- American Society of Aging's Outstanding Business Award

ENDORSEMENTS

"Dr. Abramson is a gifted orator who clearly communicates the topic and provides her audiences with insights and ideas that are immediately actionable." – **CTO, Edelman PR**

"Alexis is well-regarded as an industry thought leader. Her grasp of B2B and B2C market trends make her an extremely valuable product development partner." – **SVP, AARP**

"Alexis provides a dynamic, comprehensive, and user-friendly multi-media presentation that leaves the audience enlightened, empowered, and educated about the topic of discussion." – **SVP, Bank of Montreal**

MEDIA/PUBLICATIONS

- Authored over 500 original white papers, research articles, scholarly papers, and essays as well as 4 highly acclaimed books on topics related to aging and mature adulthood: *The Ultimate Caregiver*, *The Ultimate 50+ Fact Book*, *The Ultimate Longevity Guide*, and *The Medicare Resource Guide*.
- Hosted over 225 national and international television segments related to intergenerational, boomer, and mature adult topics such as health, lifestyle, longevity, caregiving, finances, fashion, beauty, and generational trends. Lauded for ability to connect with public and media through conversational, engaging style while conveying actionable insights with optimism and clarity.
- Frequent appearances as a guest 50+ market segment expert on NBC (over 200 appearances on the TODAY show), CNN, Lifetime, RLTV, CBS, ABC, PBS, etc.
- Creator of award-winning Dr. Alexis website (alexisabramson.com) including creating over 100 blog entries and videos of original content. Featured blogger and contributor on hundreds of top-tier websites such as YAHOO!, Huffington Post, Sharecare, LinkedIn, ThriveGlobal, Caregiving.com, etc.

----- EDUCATION -----

PhD in GERONTOLOGY | Graduated with Distinction
UNIVERSITY OF SOUTHERN CALIFORNIA, DAVIS SCHOOL OF GERONTOLOGY

----- ABBREVIATED CLIENT LIST -----

American Automobile Assoc.	Functional Aging Institute	National Council of Aging
AARP	Florida Conference on Aging	National Family Caregivers Assoc.
ADT Health	Gerontology Society of America	National Senior Games
American Int. Group	General Foods	Nat. Universal Design Institute
Aging in America Conference	Genworth	NE Home Health Care
Aging Services of California	Gold's Gym	New York City of Aging
Alison Brod PR	Golden Door	Northwestern Mutual
Alpaytac PR	Golin Harris	Ogilvy Public Relations
Alzheimer's Association	Harris Private Bank	Packaging World Magazine
American Society of Aging	Harry and David	Philips
Arthritis Foundation	Harvard Medical School	Porter Novelli PR
Atlanta Business Chronicle	Hebrew Senior Life	Procter & Gamble Company
Beltone	Hearing Life	Publicis Worldwide
BMO (Bank of Montreal)	HearHere	QVC
Boomer Summit	Home Depot	Reader's Digest
Brandstar	Humana	Retirement Living TV
British Society of Gerontology	Humboldt Senior Resource Center	sanofi-aventis
Builder Magazine	Int. Council on Active Aging	Senior Olympics
Careline	Ideal Life	Services Corporation International
care.com	Int. Conference on Aging	Spiritual Eldering Institute
CAREX	JCC's of North America	Subway
Century 21 Real Estate Corp.	Jewish Women's Fund	The Kensington Assisted Living Community
CES	J. Walter Thompson	The Women's Conference
Classic Residence by Hyatt	Kimberly-Clarke	TracFone
Cohn&Wolfe	Kroger	UCLA Policy Research on Aging
COMCAST	Lightspeed, Inc.	United Healthcare
Comfort Keepers	Lifetime TV	University of Southern California
Delta Airlines	L'Oreal Paris	Walmart
Dignity Memorial	marketwatch.com	White House Conf. on Aging
Direct Marketing Assoc.	Mensa Process	Willow Valley Communities
Duracell	Mercer Management	Working Woman Magazine
Edelman PR Worldwide	Morrison Healthcare	World Presidents Org.
El Rio Foundation	Area Agencies on Aging	Young Presidents Org.
Erickson Retirement Communities	Nat'l. Assn. of Television Executives	

SPEECH TOPICS

Consumer Focused

The Four Keys to Longevity

At the turn of the 19th century the average life span was 50 – now we are expected to live to 80 years and beyond! So what do those 30 Bonus Years™ look like? How will we take advantage of them? What does research tell us that will allow us to live as healthy, happy, wealthy and wise as possible during this new life stage we've been "gifted?"

During this high energy presentation Dr. Alexis focuses on longevity and highlights her proprietary research revealing many of the cutting edge trends the 55+ can expect will transform their lives over the next decade. This inspirational seminar will steer you in the right direction no matter what phase of the journey you're on by providing up-to-date information about the most important areas that will impact your longevity.

The information presented will provide you with a **proactive approach toward aging that can add both quality and quantity to your years**. Regardless of your age, the Four Keys to Longevity speech will help you as you prepare to live life to the fullest!

"Dr. Alexis provided incredible insight and enlightened our customers, and employees, about what to expect during the longevity bonus years they are now experiencing."

Laura Goddard

Director of Marketing, Hearing Life/Total Hearing Care

The Lifelong Pursuit of Happiness and Empowerment

With the rate of longevity rapidly increasing, we have the luxury of 30 Bonus Years™ to embark on a journey of self reflection and personal growth. As more boomers reach the milestone age of 60, focus begins to shift from the outward world to the inward. Self-actualization, reflections on the meaning of life and the need to reach one's full potential become more intense. This period of life presents a unique opportunity to say YES, chase your dreams and ultimately design your life in a way that provides fulfillment.

This motivational presentation inspires individuals to learn how they can thrive in this new era of increased vigor and extended life. The presentation **helps the audience discover how an extended lifespan will change our lives, outlooks, vocations, relations and fiscal plans**. In addition, the audience will be motivated (and moved) after hearing some of the phenomenal success stories of individuals who "reinvented" themselves and their lives after the age of 60!

"Aging can bring with it much loss; this presentation will motivate and inspire the audience to live their lives with the energy and happiness that they deserve."

Rabbi Zalman Schachter-Shalomi

Founder, Spiritual Eldering Institute

Caring for the Caregiver

There are over 44 million unpaid caregivers in the United States, 10 million of whom are millennials — almost 133 million people in the U.S. have one or more chronic condition and by 2020 this number is expected to increase to 157 million Americans. Nearly one in three U.S. households is involved in caring for a relative or friend aged 55 or older. Many caregivers are caught between the needs of their young families and the daunting task of caring for their elderly relatives. Watching a loved one grow old is filled with emotional upheaval, and when you compound that with other stresses —rush-hour traffic, deadlines, sick children, dirty laundry—caregivers are often left holding the bag. They feel a pressure to be all things to all people, often ending up as the martyr and giving themselves the short end of the stick.

This witty presentation **offers solutions by answering the seven key questions that a caregiver must face:**

- How can I juggle my various responsibilities?
- Why do I feel so guilty?
- How can I get family members to help?
- How can I avoid butting heads with my parent?
- How can I foster my parent's independence?
- How can I cope with caregiving and a career?
- Will I ever get my life back?

"If you or someone you know is currently a caregiver you can't afford to miss this incredibly insightful and information packed presentation."

Debbie Korompilas

SVP and Head of Trust and Estate Services, Bank of Montreal

The Effects of Gender, Race and Class on our Aging Society

Our population is aging – but in a new and dynamic way. As the United States grows increasingly diverse, the mature population is becoming more racially and ethnically complex. The implications of gender, race and class on the life experiences of mature adults is of critical concern both in the U.S. and globally. Combined with advanced age, each of these influences increases the likelihood of health and social challenges in communities and organizations. Organizations must become committed to diversity with regard to their employees, products and services — knowledge is the first step in the right direction. Compelling research will be presented which illustrates how increased "diversity" among mature adults has heavily influenced their attitudes, values, perceptions, lifestyles, and opinions.

This presentation **provides an opportunity to explore evidence based research findings associated with these various factors and offers innovative ideas to help support an increasingly eclectic population of baby boomers and mature adults.**

"This ground breaking presentation will give you insight as to what changes need to be made within your community or organization to create offerings that will adapt to a diverse aging population."

Dr. Merrill Silverstein

Professor of Gerontology and Sociology, Syracuse University

Capturing the Boomer Consumer

Over 80 million “baby boomers” were born between 1946 and 1964. Every 8 seconds someone in this country turns 65 years old and by 2050 there will be more than one million Americans turning 100. However, this aggressive, independent rock-and-roll generation is hardly ready to turn “senior.” With each new life stage comes new marketing opportunities, needs and motivations.

As more boomers enter their prime earning years and throughout retirement, they are expected to exercise \$3 trillion in “spending muscle.” Boomers control 70% of disposable income, over 77% of the country’s assets and research shows that they are prepared to spend it. For most people, the years between 55 and 65 represent a decade of change. Kids grow up and leave home, more money is available for travel and luxury goods, houses are traded in for condos and retirement sites beckon. Spending habits change accordingly.

This presentation teaches organizations how to **capture this lucrative segment of our population and gives tangible, evidence-based advice on how to attract and retain the 55+ consumer.**

“During this high energy presentation Dr. Alexis will help you understand what it takes to get the 55+ population to not only listen — but take immediate action when they hear your company’s message!”

Mark Lecki

President, Duracell and Braun, **Procter & Gamble**

Generational Differences in the Workplace – Opportunity or Challenge?

For the first time in history, we now have four generations working alongside each other — the silent generation (born 1928-45), baby boomers (born 1946-64), generation X (born 1965-80), and generation Y/millennials (born 1981-96)— adding significant challenges to leadership and communication in the workplace.

The differences in each generation are often quite significant in a business environment. For example, when it comes to making decisions, members of the silent generation and baby boomers tend to take a more collaborative approach, often seeking buy-in for a given course of action prior to deciding. On the other hand, younger employees seem to embrace more risk, and make faster decisions with less suggestions/opinions.

This presentation **clarifies how organizations can stay competitive by dealing with the opportunities and challenges of both a young and aging workforce without incurring significant knowledge loss.**

“If your company needs to more clearly understand the current concerns and future challenges of an intergenerational workforce Dr. Alexis will single-handedly deliver all the information you need!”

Claudia Patton

Chief Talent Officer, **Edelman PR Worldwide**

Disrupt the Future of Aging

Disruption and innovation are two words that traditionally have not been synonymous with aging. However, with 10,000 baby boomers turning 65 every day and controlling over \$3 trillion of the nation's GDP, there has never been a greater need for disruptive ideas and innovative concepts. This requires businesses to exercise their visionary minds and become skilled in the ability to be trendsetters of the next "big thing" in aging.

As new products and services are developed and existing ones adapted, learning to cater to this lucrative segment of the population is a must. This presentation explores the many aspects of the dynamic relationship between the "Graying of America" and the opportunities to start new businesses and/or adjust current offerings to support the vast demands of boomer consumers.

This presentation **provides the audience with tremendous insight and ideas about what specific industries, products and services will resonate with this burgeoning market over the next several decades.**

"If you're thinking about starting a company or creating a new product or service for the boomer and mature market Dr. Alexis will teach you all the secrets you need to know!"

Joel Namath

Senior Partner, **Mercer Management**

Is Your Product, Service or Message Boomer and Mature-Friendly?

It is critical that your company be "boomer and mature-friendly" so that the 80 million 55+ population will be interested and drawn to purchase the products or services you are offering. The term "mature-friendly" describes a product, service or message that contains all of the components necessary to make it easier for a boomer or mature adult to utilize, understand and operate.

- Do your collaterals include the language and semantics frequently used by the 55+ population?
- Does your website contain the elements that are essential for mature adults who have low vision or are hard of hearing?
- Do your employees know how to speak to customers with a "mature-sensitive" approach?
- Is your work environment, online presence, sales techniques and standard language "mature-friendly?"

This presentation **offers invaluable information to help organizations reach boomers and mature adults in a manner that is germane to their generations.** The implementation of these efforts will enhance 55+ customer satisfaction and increase your organizations bottom line!

"If you think your organizations product, service or message needs to be more "mature-friendly" – this presentation is perfect for you and your employees!"

Darlene Gudea

Editor and Publisher, **Builder Magazine**

Hot Buttons for Reaching Upscale Mature Adults

Dubbed the “me” generation, boomers grew up to become an ambitious and materialistic cohort who greatly value the finer things in life. Controlling over 77% of the country’s assets and 70% of its disposable income, this is not a generation that upscale brands should ignore. Roughly nine million baby boomers have a personal net worth of \$1 million dollars or more and live in a household with an income of at least \$250,000. This group of boomers control nearly one-quarter of total estimated net worth. Tapping into the unlimited spending power of this generation is key to successful luxury brand marketing.

This presentation **takes a close look at the buying patterns and preferred market place of both the upscale baby boomer (55-64) and the upscale mature adult (70+).** The seminar also **discusses “Trigger Hot Buttons” for baby boomers and mature adults, unique marketing and sales strategies and proper messaging for this niche market.**

“Missing out on this presentation means missing out on the opportunity to learn how to target (and capture!) part of the 55+ population’s annual spending of over \$3 trillion.”

*Marketing Director, **Harry & David***

Marketing to “Baby Boomer” Women

Why are marketers obsessed with youth when women between 55 and 75 are the golden bull’s-eye of target marketing? This group is more educated, active and affluent than any preceding generation of women. Baby boomers (those born between 1946 and 1964) make up 80 million, the largest generational demographic today. Among boomers, women not only outnumber men but also influence as much as 80% of household purchase decisions. In the next decade, women will control two-thirds of the consumer wealth in the United States. These women are not a niche market — they are the market for companies savvy enough to understand their life transitions, their needs and perceptions and their deep-seated hopes and fears.

This presentation **teaches listeners how to cultivate brands that resonate and connect with boomer women who in turn will offer these companies their trust, loyalty and their incredible purchasing power.**

“This presentation opened up our eyes to the tremendous buying and decision making power that lies within the 55+ female population. After listening to Dr. Alexis we went back to the drawing board and revised our marketing plan!”

*Editor and Chief, **Working Woman Magazine***

Capturing the Mature Market Through Gerontographics

The consumer behavior of mature adults often has more to do with their outlook on life than their chronological age. The physical, social and psychological changes people experience later in life shape their needs and wants. These events and circumstances give rise to four distinct consumer segments that each respond differently to marketing efforts. Perhaps no other consumer market justifies segmentation more than the mature market. The older people get, the more dissimilar they become with respect to their needs, lifestyles, and consumption habits. Yet many businesses still treat everyone aged 55+ in the same way. When people experience major life events, they often change their outlook on life as they re-evaluate their wants, goals and roles on both personal and consumer levels. As they go through these changes, not only do older consumers' needs for products change, but so do their perceptions of and responses to advertisements and promotions.

This presentation **focuses on "Gerontographics" which is a segmentation approach based on the premise that the factors that make mature consumers more (or less) receptive to marketing offerings are directly related to their needs and lifestyles, which are in turn influenced by changing life conditions.**

"In order to better understand the mature market we must thoroughly understand the factors that both contribute to its complexity and make individuals within the segment respond differently to marketing stimuli. This presentation very effectively explains how to successfully tackle both of these objectives."

Professor George Moschis

*Executive Director, **Center for Mature Consumer Studies***

The Aging of Public Policy in the 21st Century

The emerging "Graying of America" will heavily impact the condition of our current government systems of finance, health, long-term care and support. Sixty-nine percent of persons who live to age 65 will need long-term care at some point in their lives. Long-term care is the sum of health, finances, social, housing, transportation, and other supportive services needed by those with physical, mental, or cognitive limitations that compromise independent living.

This presentation **examines current facts about the size, distribution, and general characteristics of the older adult population.** The content also **gives the audience an up to date look at the latest public policy decisions** encompassing subjects such as an aging workforce, Social Security, Medicare and Medicaid — all of which will have a significant link to our aging population and its impact on impending legislation and the future of "age based" public policy.

"We can't debate aging policy unless we understand it — this presentation clarifies and simplifies confusing political jargon so that it has meaning and applicability."

Edwin Méndez-Santiago

*Former Commissioner, **New York City Department of Aging***

Why is Caregiving Such a Big Issue in the Workplace?

There are over 44 million caregivers in the United States and 10,000 people turn 65 every day. Almost 133 million people in the U.S. have one or more chronic condition and by 2020 this number is expected to increase to 157 million Americans. Nearly 31% of U.S. households are involved in caring for a relative or friend who is ill or disabled. Caregiving is largely a women's issue with over 75% of caregivers being female, mostly wives and adult daughters. The aggregate "cost of caregiving" in lost productivity and absenteeism to United States businesses is between \$13.4 and \$25.2 billion per year.

This presentation **strives to enhance employers understanding of what they can do to make access to eldercare easier for their employees, potentially resulting in a dramatic increase in their bottom line.** The presentation also reviews the five social trends that affect the "crisis of caregiving" in our society and addresses what our workplaces must do to make corporate environments more favorable toward these trends.

"Each of us will inevitably face the great equalizer — caregiving. Through her words Dr. Abramson makes a significant contribution to this demographic reality by providing us with an invaluable roadmap for how we care for others as they age and how we want to be cared for."

Dr. Fernando M. Torres-Gil

*Former U.S. Assistant Secretary on Aging, U.S. Department of Health and Human Services
Director, UCLA Center for Policy Research on Aging*

Custom Presentation Built for Your Organizations

Dr. Abramson is more than happy to create a custom presentation specifically designed with your organization in mind. Having worked in the field of Gerontology for over 25 years she is able to speak on a myriad of topics including health, social, business, generational trends, lifestyle, telecommunications, finance, retirement, technology, retail, hospitality, sales, etc.

SPEAKING REELS

[Dr. Alexis Abramson](#) has captivated audiences worldwide with an in-depth look at the world's aging population and its profound social, business and lifestyle implications. Her speaking reels include an array of speeches given in front of live audiences and snippets may be viewed by [clicking here](#).



REFERENCES



To Whom It May Concern:

I am writing this reference letter to commend Dr. Alexis Abramson for an amazing job on her recent speech as a keynote speaker for the Senior Games, which Humana was the lead sponsor. I have had the distinct pleasure of working with Alexis as a consultant and speaker over the last two years and I have always been very impressed with her superb performance as a presenter, motivator and professional – I am especially impressed with her high energy level and compelling communication skills.

Dr. Abramson's presentation, materials and delivery were truly exceptional. I have worked with many speakers and Alexis was without a doubt one of the best! She came well prepared with a professional and dynamic presentation, which she was able to deliver without a hitch. She managed to engage the audience and got great feedback from those who attended. Dr. Abramson is creative, organized and is a very inspirational woman as is evident by her many personal and professional accomplishments.

I would highly recommend Dr. Abramson to anyone who is looking for an energetic, motivating and very informative presentation. Her enthusiasm and experience would be an asset to any group or organization.

Please feel free to contact me if you require anything further.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Vrona", written over the printed name.

Kathleen Vrona

Humana Corporate Marketing Manager



To Whom It May Concern:

I am writing to offer my strongest recommendation that you hire Dr. Alexis Abramson to speak at your upcoming conference. I have turned to her multiple times to educate and entertain my clients and she has always exceeded the audience's expectations. Her expertise shines through, whether she is speaking on "Marketing to the Mature Market", "Caring for the Caregiver", "The Business of Aging" or "Growing Old Gracefully."

Alexis is a gifted orator who clearly communicates the topic and provides her audiences with insights and ideas that are immediately actionable. Her ability to capture and keep her audience's attention is evident from the moment she takes the stage. She engages her listeners with relatable stories, often from her personal life, and is excellent at conveying difficult subjects in a simple to understand message.

Any audience that is fortunate enough to hear Alexis speak will praise her ability to educate, captivate and motivate – all while making them laugh. They'll walk away smarter, but more importantly, they'll feel encouraged by what she has to say. I simply cannot recommend her highly enough.

Sincerely,

Claudia Patton
Edelman, President Southeast Region



Harris Private Bank

111 West Monroe Street
Chicago, IL 60603

To Whom it May Concern:

LETTER OF REFERENCE RE: Dr. Alexis Abramson

I am pleased to write this letter of reference for Dr. Alexis Abramson. Dr. Abramson has been working as a consultant for Harris Private Bank for the past two years. One of her primary responsibilities is to give presentations surrounding the aging/care-giving industry to large groups of employees, clients and prospects. In this capacity Alexis has thus far given over 15 presentations to over 1000 participants (audience size ranging from 50 – 300 people per presentation).

Dr. Abramson is extremely knowledgeable and very insightful about a variety of important issues within the aging industry. Although her primary role has been to focus on the topic of care-giving, she has been asked to prepare a number of presentations outside this scope and has done so with tremendous success. Alexis provides a dynamic, comprehensive and user-friendly multi-media presentation that leaves the audience enlightened, empowered and educated about the topic of discussion. Dr. Abramson is an extremely entertaining, engaging and powerful speaker. She uses her keen sense of humor to hold the audience's attention, which makes conveying sometimes serious information much more palatable.

I would have absolutely no hesitation recommending Dr. Alexis Abramson as a consultant or speaker for any and all conferences and corporations.

Sincerely,

Deborah A. Korompilas
Senior Vice President,
Head of Trust & Estate Services

To whom it may concern:

It is with great pleasure that I submit this letter of recommendation for Dr. Alexis Abramson in praise of her abilities as a dynamic and gifted public speaker. Her down to earth style and southern charm allow her to deliver a highly effective and memorable presentation to any audience. Her superb technique of effectively conveying thought provoking ideas, coupled with a sophisticated use of multimedia visuals, has always been a truly winning combination with audiences.

Dr. Abramson's ability to design and deliver a compelling and motivating conference speech to the differing needs of large and small audiences is evident from her extensive (and varied) array of clients. I have had the pleasure, and good fortune, of experiencing Alexis deliver no less than 30 speeches/presentations to a multitude of different audiences. I have also worked with Alexis extensively on over 70 episodes of the various television shows Alexis has hosted and appeared on for RLTV. In all instances Alexis has been a consummate professional, sensitive to both her clients needs and intuitively aware of her audience.

By any measure Alexis is a very effective speaker and educator and she truly empowers and galvanizes her audiences to take action. Her content is always timely, and she presents the material in a way that is accessible.

Without fail - Alexis always provides a very powerful, intriguing and compelling presentation. I highly recommend her and can be available for any follow up questions.

Regards,



Elliot Jacobson

Senior Vice President, Retirement Living Television



To whom it may concern:

I am pleased to offer my recommendation of Dr. Alexis Abramson based on her recent speaking engagement at our Beltone National Meeting. This was my first experience working with Alexis, and I was truly impressed with her ability to quickly understand our industry and recommend the best approach to meet the needs of a diverse audience.

Her friendly demeanor and personal experiences on the topic of aging were reassuring in the development of a motivating and meaningful presentation. In addition, her use of multimedia examples to support her thoughts provided an extra level of engagement.

Alexis was well-prepared, organized and always professional. Whether your audience is big or small, I would not hesitate to recommend her to anyone looking for a dynamic and passionate speaker.

Sincerely,

A handwritten signature in cursive script that reads "Deborah Wachtel".

Deborah Wachtel
Director of Market Research and Analysis
Beltone

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2601 Patriot Boulevard, Glenview, IL 60026
Phone: (847)832-3300 Fax: (847)832-3201 www.beltone.com

TESTIMONIALS



Edelman

Claudia Patton
Chief Talent Officer

"Dr. Alexis is a gifted orator who clearly communicates the topic and provides her audiences with insights and ideas that are immediately actionable. Her ability to capture and keep her audiences attention is immediate from the moment she takes the stage. Any audience that is fortunate to hear Alexis speak will praise her ability to educate, captivate and motivate – all while making them laugh!"

"Alexis worked with me and my team on various projects as an Entrepreneur-In-Residence. She is one of the most well-rounded professionals I've had the pleasure of working with over the years. Specifically, Alexis is highly intelligent and has superb analytical and communications skills. Alexis is extremely driven, innovative and well-regarded as an industry thought leader. Her grasp of B2B and B2C market trends make her an extremely valuable product development partner."



Andy Miller
*SVP, Innovation and
Product Development*

Humana[®]

Kathleen Vrona
Director of Marketing

"Dr. Abramson's presentation, materials and delivery were truly exceptional. I have worked with many speakers and Alexis was without a doubt one of the best! She came well prepared with a professional and dynamic presentation, which she was able to deliver without a hitch. She managed to engage the audience and got great feedback from those who attended. Dr. Abramson is creative, organized and is a very inspirational woman as is evident by her many personal and professional accomplishments."

"Dr. Abramson is a dynamic and gifted public speaker. Her down to earth style and southern charm allow her to deliver a highly effective and memorable presentation to any audience. Her superb technique of effectively conveying thought-provoking ideas, coupled with a sophisticated use of multimedia visuals, is a truly winning combination. Alexis provided a very powerful, intriguing and compelling presentation."



Elliot Jacobson
*SVP, Retirement Living
Television*



Deborah Wachtel
*Director of Market
Research and Analysis*

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Deborah Wachtel
*Senior Vice President
Head of Trust & Estate Services*