



Alexis Abramson

Consultant, spokesperson & thought leader

Alexis Abramson, Ph.D. is a generational expert, a ‘trendspotter’ for those over 50, and the global authority on the boomer consumer. She is an inspiring speaker, blogger, corporate consultant, successful [author](#), and award-winning entrepreneur and [journalist](#).

Alexis's biography

Alexis Abramson's background

Dr. Alexis Abramson's commitment to multigenerations, 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 homebound 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's talks

- **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.

- **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!

- **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.

- **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.

- **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.

- **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.

- **Gen "G" - The generation of growth**

Gen “G” is your organizations most important target market! Some industries look at the wave of retiring Baby Boomers as an economic windfall, while others expect a sharp falloff in business after the boomers are gone. Millennials have also garnered plenty of attention, and many companies are focusing solely on those customers born between 1981 and 1996. But what age group is really the “sweet spot” for your company to target? Midlifers are the generation of growth!

The 45-65 age cohort will remain above 80M people for the next few decades reaching more than 96M in size by 2050. The generation of growth is not only the largest cohort they also have the most disposable income. In fact, for the past 30 years those aged 45 – 65 have outspent all other age segments and there is no question that this trend will continue for the foreseeable future. In addition, approximately \$12 – 15T has already been inherited by the Gen “G” population allowing their spending potential to grow exponentially.

Dr. Abramson will provide compelling lifestage and lifestyle consumer insights about Generation

“G” that will create a roadmap for your team to follow. She will also discuss powerful real world examples of organizations that have targeted this age group and seen dramatic results. This presentation is a must see for any company looking to get the greatest return on their investment and impressive increases in their bottom line results.

- **Marketing to the millennial**

Representing one quarter of the nation’s population, millennials are quickly approaching the title of largest cohort in the United States. Between the years 1981 and 1996 over 80 million Millennials were born and by 2020, one in three Americans will be millennials. By next year, millennials will account for 36% of the U.S. workforce and 75% of the global workforce. This quirky generation with limitless potential will affirm their status as new drivers of consumption going forward.

One-third of older millennials have earned at least a four year college degree, making this bold and inventive group the best educated in U.S. history. However, this accolade didn’t come cheap. With \$1 trillion in student debt, this is a generation of value conscious consumers who have a completely new set of purchasing norms. Regardless of their student debt, millennials’ financial assets are still projected to grow from \$1.4 trillion in 2015 to \$11.3 trillion in 2030. Understanding how to appeal to this demographic will be paramount for organizational success moving forward.

This presentation teaches organizations how to leverage the sheer size and power of the millennial generation and gives tangible, research-based advice on how to attract and retain the millennial consumer.

- **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?

- **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.

- **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.

- **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.

- **Capturing the millennial and 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. Furthermore, representing one quarter of the nation’s population, millennials are quickly approaching the title of largest cohort in the United States. Between the years 1981 and 1996 over 80 million Millennials were born and by 2020, one in three Americans will be millennials. By next year, millennials will account for 36% of the U.S. workforce and 75% of the global workforce.

The economic power of these generations is nothing to be ignored. Boomers control 70% of disposable income, over 77% of the country’s assets and research shows that they are prepared to spend it. Moreover, millennials’ financial assets are projected to grow from \$1.4 trillion in 2015 to \$11.3 trillion in 2030. Understanding how to appeal to both of these demographics will be paramount for organizational success moving forward.

This presentation teaches organizations how to leverage the sheer size and power of both the boomer and millennial generations and gives tangible, research-based advice on how to attract and retain these consumers.

- **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.

- **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 “maturefriendly” 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

“maturefriendly” 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!

- **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.

- **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!

- **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.

Speakers Associates Ltd | +44 (0)1628 636600 | info@speakersassociates.com | www.speakersassociates.com