

Executive Development Associates



Kenneth W. Gronbach

Kenneth W. Gronbach is an internationally recognized expert in the field of Demography and Generational Marketing. An accomplished President, CEO, keynote speaker and consultant, Ken has proven success in creating value, leading organizations and planning for the future with uncanny accuracy.

Ken is a marketing authority who regularly provides counsel to Fortune 500 companies as well as large and small organizations and businesses across the United States. In his book **"Common Census: The Counter-Intuitive Guide to Generational Marketing."** Ken takes you through a fascinating common sense understanding of shifting demography and the related opportunities and

consequences. Ken's best selling new book **"Age Curve, How to Profit from the Coming Demographic Storm"** was published by the American Management Association and was released in July 2008. "Age Curve" presents the macro-economics of national and international shifting demography in a way that can be understood and used by almost everyone. It has been called "Demography without Tears."

Ken is a graduate of California State University at Long Beach where he was selected as Alumni of the Year for 2009. He is the former president of KGA Advertising in Middletown, Connecticut, a \$40,000,000 retail advertising agency he founded in 1979 and ran for twenty-one years.

Partial list of Subjects/Topics

Marketing to Generation Y. Forget What You Think You Know

Generation Y will be 100 million strong in 2010.

- A. Unprecedented influence on consumer spending
- B. Go Green or go home
- C. Never underestimate social networking
- D. Why there is a media mix mystery for Generation Y
- E. The secret of snail mail
- F. Plumage and the return of fashion

Marketing to the Baby Boomer, the New Demand

According to the Bureau of Labor Statistics the bloom is off the rose for Boomer spending.

- A. Consumption in freefall
- B. Where will the remaining Boomer dollars go?
- C. What is left of the largest inheritance in the history of the world?

The Myth of "the Graying of America"

The Silent Generation born 1925 to 1944, the smallest generation of the last one hundred years, is the next generation in line to become elderly.

- A. Where did all the old people go?
- B. Baby Boomers technically won't be elderly for twenty years and even then they will be the youngest old people in US history

Boomers and Retirement Redefined

Boomers, born 1945 to 1964, have resisted aging more than any generation in US history.

- A. Sixty is the new forty
- B. How many marriages are too many?
- C. Run-a-way demand for the over fifty-five community



Executive Development Associates

D. Inheriting their parents savings and buying starter castles

The Collapse of the Assisted Living Industry as We Know it

The infrastructure of assisted living is grossly over built thanks to bad information from AARP and others.

- A. The Silent Generation is not only quiet but it is very, very small
- B. Repurposing the assisted living footprint- what do we do with all those empty beds?

Coke versus Pepsi- Why Coke Can't Win, Why Pepsi can't Lose

For 100 years Coke's strength was superior marketing.

- A. The futility of marketing to the emerging Generation Y
- B. Unbranded Generation Y drinks cola, not Coke or Pepsi
- C. Street level promotions and shelf space is everything
- D. The march towards parity and the loss of the franchise of the mind.

The New Latino Market

The US Census put the number of immigrants in the US at over forty million in August 2008

- A. How do they consume and what are they buying?
- B. Branding Latinos with conventional media, especially radio.
- C. Rapid assimilation into US culture
- D. Career advancement and the American Dream

Reaching the Generations-Why Internet Advertising Isn't Working

There are five generations of consumers in the US. Reaching them is a science.

- A. Defining your audience
- B. Creating creative that matches your target
- C. Picking the correct media
- D. The pitfalls of the web

The Heartbreak of Generation X

Generation X, born 1965 to 1984, is eleven percent smaller than the Boomer generation it follows

- A. Generation X's disappointing performance
- B. The market that never was
- C. Closing public schools and shutting down motorcycle dealerships
- D. The end of Tax heaven

The New Housing Market and How to Cash in

There are five new housing markets in the US.

- A. The shattering of the glass ceiling and the new woman CEO
- B. The new very young Generation Y entrepreneur
- C. Latino and African American middle management
- D. The exodus from the city
- E. Generation Y's starter house and one carrot diamond

Japan and Detroit, Who is Winning and Why?

Generation Y is hot-rodding Japanese cars. Has anyone noticed?

- A. Building for the emerging market
- B. Why aren't kids driving SUVs?
- C. Hot rod Hondas- The underlying message
- D. A wake-up call for Detroit



Executive Development Associates

Generation Y and the Real Meaning of Green

If you don't have a green story relative to your product or service you have rocks in your head.

- A. You can't fake company culture
- B. No green washing allowed
- C. Giving back is the new black
- D. Generation Y is THE emerging market- go green or go home

Why Manufacturing will Return to the United States

- A. The world's biggest market will once again be the world's biggest manufacturer
- B. The changing US labor market
- C. Labor, money, technology, resources and energy
- D. A nation of immigrants and entrepreneurs

Why China is a Paper Tiger and Doomed to Fail

- A. The ill-fated one child policy
- B. Where is the water?
- C. A diseased national culture
- D. No labor no work
- E. The looming implosion

The Demographic Solution to Managements Perfect Storm

- A. The shortage of qualified middle management
- B. Immigrants to the rescue
- C. Education's greatest challenge

Generations in the Workplace - It's a New Ball game

- A. Boomers are retiring at the rate of one every eight seconds
- B. Supply and demand and the Generation X attitude
- C. Generation Y is entering the work force at the rate of one every seven seconds
- D. The clash between Y, X and Boomers

Generation Y, Leaving the World Better than You Found It

- A. The real kinder gentler generation
- B. Polluters beware
- C. Can you be kind to animals and still eat them
- D. So, what is your carbon footprint number?

Where did all the criminals come from?

Is the twenty year decline in crime over?

- A. Are our cities safe?
- B. Unemployment, unrest and the young American male.
- C. The new Robo Cop
- D. High risk immigrants and minorities
- E. Recruiting for the armed forces

To book Kenneth Granbach, please contact EDA at
media@executivedevelopment.com.

