

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.

1. Unprecedented influence on consumer spending
2. Go Green or go home
3. Never underestimate social networking
4. Why there is a media mix mystery for Generation Y
5. The secret of snail mail
6. 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.

1. Consumption in freefall
2. Where will the remaining Boomer dollars go?
3. 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.

1. Where did all the old people go?

2. 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.

1. Sixty is the new forty
2. How many marriages are too many?
3. Run-a-way demand for the over fifty-five community