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**Youth Marketing, Consumer Trends & Innovation
Expert | Gen Y-Z Speaker**

<https://www.kmprod.com/speakers/speaker-jeff-fromm>

Bio

With more than 25 years of brand marketing experience, Jeff Fromm is a subject matter expert and top-ranked speaker on youth marketing, consumer trends, and innovation. He is also a weekly columnist for *Forbes* and co-author of 3 youth marketing books: *Marketing to Millennials*, *Millennials with Kids*, and *Marketing to Gen Z*. His latest book is *The Purpose Advantage*.

Jeff Fromm helps his clients create marketing and innovation best practices. With years of brand marketing consulting experience forming the basis of his presentations, Fromm's humorous stories and provocative new strategies are supported by hard research and proven client profit growth.

Known for his understanding of the Millennial and Gen Z markets, Jeff Fromm has traveled the world sharing insights on how youth culture is impacting the marketplace — as well as other important consumer behaviour trends, like the increasing role of sustainability and innovation in driving purchase decisions. A veteran speaker who can customize on request, Fromm's vast experience can be applied specifically to the needs of any organization.

Fromm 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.

Particular areas of expertise include:

- Marketing & Branding
- Consumer Behavior & Consumer Trends
- Creativity & Innovation
- Marketing to Millennials
- Multi-Generational Marketing

Topics

VIRTUAL KEYNOTES:

Sales & Marketing Strategies to Thrive Through the Pandemic [\[morelink\]](#)

2020 Changed Marketing Forever: Marketing to Gen Z [\[morelink\]](#)

Sustainability & Innovation Are Driving Growth at The World's Leading Brands [\[morelink\]](#)

Additional VIRTUAL / LIVE Keynotes:

How to Market to Gen Z & Develop Customers for Life [\[morelink\]](#)

**The Future of Consumer Engagement:
Leveraging the Millennial Mindset® to Grow Your Business** [\[morelink\]](#)

The Purpose Advantage: Brand Building & Brand Purpose [\[morelink\]](#)

Purpose Driven Innovation & Driving Brand Love® [\[morelink\]](#)

For more information on Jeff Fromm, [speaking fees](#) & [booking Jeff Fromm as your virtual keynote speaker, contact us.](#)