

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 – including innovative AI and VR solutions (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



- 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



- 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



- 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
CES	J. Walter Thompson	Community
Classic Residence by Hyatt	Kimberly-Clarke	The Women's Conference
Cohn&Wolfe	Kroger	TracFone
COMCAST	Lightspeed, Inc.	UCLA Policy Research on Aging
Comfort Keepers	Lifetime TV	United Healthcare
Delta Airlines	L'Oreal Paris	University of Southern California
Dignity Memorial	marketwatch.com	Walmart
Direct Marketing Assoc.	Mensa Process	White House Conf. on Aging
Duracell	Mercer Management	Willow Valley Communities
Edelman PR Worldwide	Morrison Healthcare	Working Woman Magazine
El Rio Foundation	Area Agencies on Aging	World Presidents Org.
Erickson Retirement Communities	Nat'l. Assn. of Television Executives	Young Presidents Org.