

Alexis Abramson, Ph.D. is a generational expert, a ‘trendspotter’ for those over 50, and the global authority on the millennial and boomer consumer. She is an inspiring speaker, blogger, corporate consultant, successful author, and award-winning entrepreneur and journalist. Her commitment to multi-generations, 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 Thrive Global, 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 home-bound 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 Spring 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.