

Alexis Abramson, Phd. – Full Bio

Alexis Abramson, PhD is the global authority on Gen Z, Millennials, Gen X, Gen G and the Boomer consumer. She is an inspiring speaker, blogger, corporate consultant, successful author, and award-winning entrepreneur. Her commitment to multi-generations 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. She is also highly-sought after as a keynote speaker at industry conferences. Abramson speaks to Fortune 100/500 corporations, consumers, government agencies, and non-profits bringing awareness of the intergenerational dynamic between four distinct generations.

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 employers on how to be more sensitive to the needs of each generational cohort. Dr. Abramson has consulted for 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 several highly-acclaimed books – The Ultimate Longevity Guide, secrets for living a happy and healthy life; The Ultimate Caregiver, 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 and The 55+ Fact Book, a collection of must know facts, statistics, and interesting information about the 55+ demographic. Her next two books, Gen "G": The Generation of Growth™, a step-by-step guide to help organizations capture the largest, most influential and wealthiest age group and Managing Your Multi-Generational Workforce, a proven formula to recruit, engage and unite employees from all four generations will both be published in the Fall of 2019.

Her dedication to multi-generations 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.