

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, Dr. Abramson has worked closely with many major organizations, including L'Oreal Paris, COMCAST, Harvard, Kroger, Northwestern Mutual, Proctor & Gamble, Humana, AIG, Kimberly-Clark, Walmart, AARP and many more. She is the author of four highly-acclaimed books—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.