

# SPEAKER BIOGRAPHY

## Kenneth W. Gronbach

Demographer • Futurist • Marketing Expert • Keynote Speaker



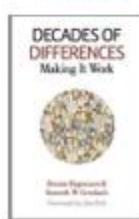
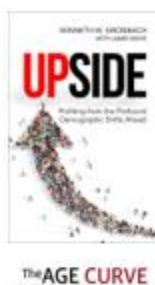
**"Gronbach caught almost everyone off guard with a wildly funny and fascinating presentation. From start to finish, he had the audience in the palm of his hand."**

*Bryan Dahl, MCUL Information Services*

### Demography is Destiny Profound Strategic Planning for Uncertain Times

Kenneth W. Gronbach is predicting that the United States and the Americas, because of their superior demographics over any other continent, will excel culturally and economically in these uncertain times.

Ken is president of KGC Direct, LLC and is an internationally respected demographer who has been able to forecast societal, commercial, economic, cultural, and political phenomena with uncanny accuracy. Ken's unusual blend of marketing savvy and common-sense demography, based on over twenty-five years of proprietary demographic study, sets him apart. Ken keynotes all over the United States and the world. His company does high value customized demographic research. You will find that Ken's steadfast position, that the United States is the best nation on earth and his firm belief that the country's best days are ahead, season his spirited presentations with an unmistakable pro-American enthusiasm.



Ken is the author of the best-selling book *The Age Curve: How To Profit from the Coming Demographic Storm*. His first book, *Common Census, the Counter-Intuitive Guide to Generational Marketing*, was released in 2005. Ken's 2011 book *Decades of Differences: Making it Work* is a comprehensive guide to coping with three generations in the workforce. Ken's book, *Upside: Profiting from the Profound Demographic Shifts Ahead*, was published in April of 2017.

Come explore the common-sense, but very counterintuitive and fascinating realm of demography. Let Ken Gronbach bring you into his world of counting people. What nations are demographically doomed and which ones will dramatically prosper? How will the workforces change? Why is a nation's demographic dependency ratio so important? Exactly what is a demographic dividend? Why is fertility becoming a major international issue and concern? Learn this and more from Ken Gronbach's presentation!

To learn more about Ken's presentation and for booking information, contact

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