



BIOGRAPHY



Lynne Lancaster
Co-founder and Partner
BridgeWorks, LLC

Baby Boomer Lynne Lancaster is one of today's foremost cultural translators. An expert on the generations, she is co-founder of BridgeWorks, a generational diversity consulting and training company with high-profile corporate and nonprofit clients nationwide. Lynne is co-author of the best-selling business book *When Generations Collide*—a consistent favorite among CEOs—and an engaging, informed and entertaining speaker. Lynne advises leaders, managers, and employees alike on how to conduct business more successfully by bridging generation gaps at work and in the marketplace. Her speeches and workshops have enlightened and entertained audiences within such companies as General Mills, 3M, American Express, Citigroup, Lockheed Martin, and Best Buy, as well as with numerous public sector and nonprofit organizations.

A sought-after expert on workplace and social trends, Lynne has been a guest commentator on CNN, CNBC and National Public Radio. Her by-line has appeared in numerous publications such as *The Futurist* and *Nation's Business*, and she has been interviewed in a wide range of national publications including *The Wall Street Journal*, *TIME* magazine, *The Los Angeles Times*, *Success* magazine, and *The Washington Post*.

Lynne is a Phi Beta Kappa, summa cum laude graduate of the University of Minnesota with a B.A. in English Literature. She earned her stripes as a management consultant, coaching managers and senior executives from such corporations as Coca-Cola, The Principal Financial Group, and Ralston Purina on decoding communication issues. Lynne's work with CEO author Harvey Mackay resulted in five best-selling business books, including *Swim with the Sharks Without Being Eaten Alive*. At the same time, Lynne served as an adjunct faculty member at the University of Minnesota's Carlson School of Management where she co-developed a course on business communication.

Lynne's research on intergenerational communication was inspired by the challenges faced by her clients in recruiting, retaining, managing and marketing to up to four generations at once. Her keynote speeches and workshops have received rave reviews from Fortune 500 companies and associations alike.

