

LISA WALDEN

MILLENNIAL

**FACTOID:
86% OF MILLENNIALS
SAY THEY WILL SHARE
THEIR BRAND
PREFERENCES ONLINE.**

Lisa is a consultant, researcher, writer and driving force behind the BridgeWorks scenes. She heads up internal initiatives that range from marketing to sales strategies to general in-office shenanigans. Among Lisa's many roles are writer, researcher, facilitator and most importantly: avid generational junkie.

Lisa is what BridgeWorks likes to call an Instant-Gen-Junkie and heads up a variety of BridgeWorks ventures. She has helped develop and launch many of BridgeWorks' larger projects, including a complete branding overhaul, website re-launch and general management, and new venture development and implementation. She is a key contributor to research initiatives including global and Gen Edge research, supports the speaker team and has even been known to speak herself on occasion.

MARKETING HEAD, CONSULTANT AND STRATEGIC THINKER

BridgeWorks has been dedicated solely to the study of generational differences since its inception in 1998 and is the company that wrote the best-selling books *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work* (2003, HarperCollins) and *The M-Factor: How the Millennial Generation is Rocking the Workplace* (2010, HarperBusiness). BridgeWorks has worked with clients varying from the AARP to MTV and over 30 Fortune 100 companies in between.

Lisa is a BU alum and devoted Bostonian. She is a full-blown bibliophile and spends her free time devouring classics, YA and modern literature.



GENERATIONS.COM
888.519.1187