

KIM LEAR

**WRITER, STRATEGIST, RESEARCHER
& TRUE GENERATIONAL EXPERT**

Kim Lear is a speaker, writer, strategist, researcher and true generational expert. As BridgeWorks' Director of Content she is at the forefront of cutting edge research. A Millennial member of the multigenerational speaker team at BridgeWorks, LLC, Kim speaks to business and organisations on a spectrum of topics including: how to best leverage the strengths of a multigenerational workforce and how to harness the power of the Millennial cohort.



Kim has keynoted for some of the biggest and most renowned companies in the world. She has received rave reviews from clients such as Disney, Cisco Systems, Linked In, Best Buy, Mastercard and more. Within the financial advising and/or insurance industry, Kim has worked with AIG, Merrill Lynch, Cetera, Wells Fargo, Financial Planning Association, Mastercard, Penn Mutual, The Association of Life Insurers, Liberty Mutual, and many more. Kim has also authored multiple white papers about generational wealth transfers and multi-generational client relationships within the financial advising industry.

A researcher to the very core, Kim is BridgeWorks' resident stat nerd, employing hard-hitting statistics to accentuate her points and make her message come alive. She is a sought after generational expert and has been featured in national publications such as NPR, The Wall Street Journal, The Huffington Post, USA Today and more.

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 business books *When Generations Collide: Why They Are. Why They Clash* How to Solve the Generational Puzzle at Work (HarperCollins), and the *M-Factor: How the Millennial Generation is Rocking the Workplace* (HarperBusiness). BridgeWorks has worked with clients varying from the AARP to MTV and over 30 Fortune 100 companies in between.

Kim lives and works in Minneapolis. She is the Director of Content for BridgeWorks where she is currently running a global research initiative to identify the ways in which the generations of workers are evolving in key markets overseas. She is also spearheading research on the generation after Millennials: Gen Edge.