

SPEAKER BIOGRAPHY

John Maketa



Charting the Course through Demographic Change

Come explore the common sense, but very counter-intuitive and fascinating realm of demography. Let John Maketa bring you into the world of counting people. John is a thought leader who has immersed himself in years of demographic study. His understanding of demographics, fertility, migration, aging, immigration and dying have enabled him to forecast societal, political, economic, cultural and commercial phenomena with uncanny accuracy. How will manufacturing change? Will we see more "on-shoring?" How will the United States' workforce change? Will the United States economy improve and will we see the return of the middle class? What countries and continents are demographically positioned to excel? Why is United States future so bright? Examine how demographics are playing a significant role in 21st century workplace, major competency gaps of next generation leaders, and introduce the competencies required to succeed in the 21st century. What is the future of communications? How will our children's children get their education? Why will our homes be much smaller? Will big data change marketing and branding forever? What is the fate of mass media? Learn this and more from John Maketa's presentation.

Who is John Maketa?

John is a Fellow and advisory board member of The Work Institute and a guest lecturer at the Fox School of Business at Temple University. In 2013, he was invited as a subject matter expert to participate in the Global Digital Innovation Initiative at the United Nations General Assembly. John is a co-author of the bestselling book *Now You're Thinking!* and a research analyst of the 2014 EDA Trends in Executive Development Benchmark Report. John's newest book *Leading with Vision* was published in Spring of 2017. Worth a read. John is a power walker who lives in Pennsylvania with his generation X wife Lisa and Generation Y son Jack.

For booking information contact Elizabeth Gronbach • elizabeth@kgcdirect.com • 860-918-0284

