



Brent Green

*Author of **Marketing to Leading-Edge Baby Boomers: Perceptions, Principles, Practices, Predictions** and **Generation Reinvention: How Boomers Today Are Changing Business, Marketing, Aging and the Future***

Brent Green is a creative director, author, social commentator, professional speaker, and consultant focused on generational marketing and the Baby Boomer generation. He is author of *Marketing to Leading-Edge Baby Boomers: Perceptions, Principles, Practices, Predictions* and *Generation Reinvention: How Boomers Today Are Changing Business, Marketing, Aging and the Future*.

Brent has spoken throughout the US and Europe at conferences focused on the Boomer segment and the unprecedented reorientation of Western countries to aging populations.

Brent has served in a leadership capacity with many professional and public service organizations, including as board member and chairman of the Colorado Springs Convention & Visitors Bureau, board member for Junior Achievement, and as programming vice president for the Business Marketing Association and the Rocky Mountain Direct Marketing Association. He is also executive director of the Foundation for American Boomers.

He has been called upon for expert commentary by *The Los Angeles Times*, *CNN Headline News*, *The Wall Street Journal*, *US News & World Report*, *Dallas Morning News*, *The Denver Post*, *Business Week*, *MarketWatch*, and *The New York Times*.

Established in 1986, Brent Green & Associates, Inc. develops integrated marketing communication programs with emphasis on direct response media. Brent has received over 50 regional, national and international awards for creative and strategic excellence, including the Direct Marketing Association's *International Gold ECHO Award*. He was also named *Direct Marketer of the Year* by the Rocky Mountain Direct Marketing Association.