

KIM LEAR



Kim Lear is a speaker, writer, strategist, and researcher who explores how emerging trends impact the future of our workforce and marketplace. For the past four years, she has worked with a research and consulting firm studying Millennial trends and generational dynamics. Now, as the founder and content director of Inlay Insights, Kim is at the forefront of cutting edge research to uncover cultural shifts that revolutionize how organizations engage employees and consumers. She is known for her ability to use a mix of data, storytelling, humor, and actionable takeaways to discuss the trends that most impact the bottom line of organizations.

Kim has keynoted for some of the most renowned companies in the world. She has received rave reviews from clients such as American Express, Best Buy, Cisco Systems, Disney, General Mills, Linked In, Mastercard, Wells Fargo, and more. In addition to

speaking, Kim has written whitepapers and articles on the topics of generational wealth transfer in the finance sector, retirement trends in the hospitality industry, and emerging food trends.

A researcher to the very core, Kim employs eye-opening statistics to accentuate her points and mixes them with stories and case studies to make her message come alive. She is a sought-after expert and has been featured on NPR as well as national publications such as *The Wall Street Journal*, *The Huffington Post*, *USA Today* and more.

Kim lives and works in Minneapolis where she is currently running a research initiative to identify how *The Experience Economy* and *The Sharing Economy* change our perspectives on work, consumption, and community.

When not delving into the minutia of human behavior, you can find Kim paddle boarding, planning an overseas adventure or binge watching *Breaking Bad* (again).

About Inlay Insights

Inlay is a social insights company. We identify emerging cultural trends that impact the way we work, the way we buy, and the way we live. We put those trends to work for businesses, marketers and researchers.

Through inside access to top universities and some of the best companies in the world, Inlay Insights brings clients holistic and actionable perspectives on the new world of work and the needs of the new consumer.

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