



Chuck Underwood is one of the pioneers who created, developed, and popularized the field of generational study.

He is the founder/principal of "TGI" - The Generational Imperative, Inc. - an Ohio-based generational consulting firm. He consults and trains corporations and organizations in Generational Workplace Strategy and Generational Marketplace Strategy.

His comprehensive book on generational business strategy is entitled *The Generational Imperative: Understanding Generational Differences In The Workplace, Marketplace, And Living Room*

Chuck is the host of the television series America's Generations With Chuck Underwood, on PBS.

Having researched generational dynamics for more than a quarter-century and then worked side-by-side with hundreds of clients to execute a long list of generational strategies, he is considered one of the elite consultants in generational strategy.

His A-List clients operate in business, government, education, religion, politics, media and entertainment, philanthropy, and virtually every other industry-type. Formally trained in qualitative research methodology and focus-group moderating by The Burke Institute, he conducts generational research for his clients and for his own proprietary generational research.

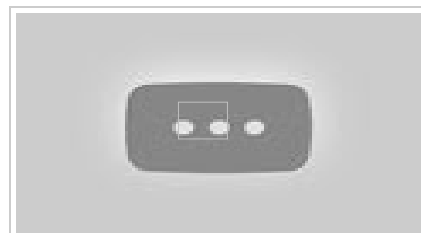
The Ohio University College of Business grad had spent his earlier career in the mass media of radio and television, first as an award-winning broadcast journalist and national sports play-by-play announcer, and then as a creator and producer of original programming. He has hosted and produced shows that have aired nationally and internationally.

He has taken his rightful place as an eminent authority in generational study. Traveling coast...

Chuck Underwood

Speech Topics

- ☐ Sales
- ☐ Marketing
- ☐ Generations
- ☐ Communications



Testimonials

☐ "Enlightening, insightful, profoundly pertinent to both professional and personal life! Thank you!" ☐

- Jewish Community Centers Of North America.

☐ "I am blown away - I could have listened all day. Excellent!" ☐

- Florida Public Relations Association .