



Consumer Clarity

Marketing to Millennials

Clear Insights. Clear Strategy. Clear Results.



2015 Speaker Profile

Dennis Devlin, CEO, Consumer Clarity

Dennis Devlin is the CEO of Cincinnati's only consumer marketing consultancy specializing in marketing to Millennials, and a recognized consumer thought leader.

Devlin served as the President of the Cincinnati Chapter of the American Marketing Association in 2013-2014 and continues to serve as a board member. He also shares his expertise with marketing students as an adjunct instructor at area colleges and universities teaching consumer buying behavior, marketing strategy, and marketing research. Devlin was the 2011-2012 recipient of the "Entrepreneur of the Year" award from The Legacy Center which celebrates outstanding entrepreneurial success.

2015-2016 Suggested Speaking Topics

Devlin typically customizes his talks as a speaker to fit the audience. Here are a few established speaking topics for possible consideration.

1. The Evolution of the Millennial Consumer

In the dynamic world of marketing we have witnessed a very real changing of the guard, and marketing is transforming as a result. The Millennial consumer has taken control and many marketers have no choice but to change their focus in order to reach these consumers and persuade them to act. Learn about the factors that have led to the development of the Millennial Consumer and what it all means to marketing our businesses more effectively to them. *(Millennial Consumer Insights focus)*

2. Is Your Brand Millennial-ready?

Millennials (or Generation Y) represent the largest segment of consumers and think, feel and act differently to the marketing of products and services than the generations that preceded them. How do you effectively market to them? To do so requires significant consumer understanding about this segment and developing effective marketing strategy that both reaches and engages them. *(Millennial Consumer Insights & Marketing Strategy dual focus)*

3. What Is Your Brand's Millennial Consumer Story?

What is your brand's story for the Millennial consumer? What factors play an essential role in a successful marketing campaign or marketing program that targets the Millennial consumer? What consumer insights do you need? How do you develop an effective marketing strategy that leverages those insights? And how do you take both those insights and strategy to execute effectively? It all combines to make your brand's Millennial consumer story. *(Millennial Consumer Insights, Marketing Strategy & Program/Campaign Execution tri-focus)*

For more information about Dennis Devlin or to schedule a speaking engagement, please contact:

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