

## Access to Experts



**Sharalyn Hartwell**  
Executive Director  
Frank N. Magid Associates, Inc.

When Sharalyn joined the Magid Generational Strategies™ team at Frank N. Magid Associates in 2010, she was already a well-known generational expert and Millennial voice, writing a national column about Millennials for an online newspaper since 2009. She leveraged her column and professional experience to start her own consulting business to help companies showcase their brand to the coveted Millennial demographic. Since joining Magid, Sharalyn has broadened her expertise on Millennials to include Baby Boomers, Generation X and Plurals, the newly-named generation following Millennials. She has been featured on MSNBC discussing Magid research and generational insights impacting American society. She applies the generational lens to her broad media background encompassing not only sales, marketing and new media journalism, but print, television, HD video and satellite technologies to help clients be more savvy about the changing marketplace.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

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