



**Dan Negroni** is the quintessential next-generation management and talent development expert solving today's critical multi-generational workplace issues. Today, millennials represent 40% of the workforce and will grow to 75% by 2025. Millennials and Gen Z ("Digital Natives") will continue to change the way we run our business and sell our products and services. The "winners," thriving and successful organizations, will be those that effectively align with the values and deliver on the expectations of Digital Native customers and employees. Dan helps companies bridge the gap between managers and their millennial workforce and create winning "next gen" workplaces to increase employee relationship-based skills, engagement, productivity and profits.

1. **ENTREPRENEUR & CEO** - After a successful 30+ year career as a successful CEO, Georgetown-educated attorney, senior sales and marketing executive, and entrepreneur, Dan founded, launchbox, a revolutionary company that has helped hundreds of organizations and over 12,000 Digital Natives to bridge the generational gap and unleash the creativity and potential of a connected, integrated culture. His relationship-based approach to leadership and sales has helped him personally grow companies by over a billion dollars cumulatively and has helped his clients' businesses grow exponentially more.
2. **AUTHOR** - Dan is an Amazon best-selling author of *Chasing Relevance: 6 Steps to Understand, Engage and Maximize Next Generation Leaders in the Workplace*, which provides a powerful framework for helping organizations attract, train, engage and retain their next generation of leaders. Companies, leaders, parents and millennials alike have been impacted...

## Testimonials

Our people are still raving about Dan's presentation.

- DIRECTOR, GLOBAL INCLUSION AND DIVERSITY QUALCOMM.

Dan's presentation was filled with unique insights and new ways to think about our millennial employees and our client's corporate culture. He provoked a conversation about age and diversity that is one we needed to have.

- VICE PRESIDENT, COMPLIANCE, DIVERSITY, & HUMAN RESOURCES AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES.

### Dan Negroni

#### Speech Topics

- ▢ Social Media
- ▢ Sales
- ▢ Millennials Motivation
- ▢ Health & Wellness
- ▢ Generations
- ▢ Entrepreneur

