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Kim Lear



Focus:

Millennial Trends | Emerging Trends Impacting the Future | Generational Dynamics

Education:

BA, Journalism

Background:

Kim Lear is a writer and researcher focused on generational patterns and demographic shifts. 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. Previously, Kim was the content director at a research firm dedicated to generational and Millennials trends. Her undergrad research is around Baby Boomers and longevity. Her post-grad work is around Millennials and social media networks. Kim has keynoted for some of the most renowned companies in the world. She has received rave reviews from clients such as American Express, Cisco Systems, Deloitte, Disney, General Mills, Linked In, Mastercard, PricewaterhouseCoopers, Wells Fargo, and more. In addition to

speaking, Kim has written whitepapers on the topics of generational wealth transfer in the finance sector, retirement trends in the hospitality industry, and the impacts of mindfulness practices on healthcare costs. 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, TIME Magazine and more. She was most recently the head of research on a new book published by Harper Collins about Gen Z, the teenage demographic. Kim lives and works in Minneapolis where she is currently running a research initiative to identify how the Sharing Economy impacts our perspectives on community and consumption. She is an advisor to Tuesday Strategies, a political tech startup focused on engaging Millennial voters and she is a volunteer for The 78 Cents Project where she provides speech coaching to young women. When not delving into the minutia of human behavior, you can find Kim paddle boarding, planning an overseas adventure or binge watching Game of Thrones.

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.

To book Kim Lear or for more information on finding the right speaker for your event please contact us on our website at www.hspeakers.com or call us at 781-262-6053.

