

# ALEXIS ABRAMSON, PhD

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## ----- CORE COMPETENCIES -----

PRODUCT R&D / LAUNCH / SCALE  
BUSINESS STRATEGY DEVELOPMENT  
CONSUMER RESEARCH & INSIGHTS  
CRISIS MANAGEMENT EXECUTION  
CYBER RISK / THREAT ANALYSIS  
DUE DILIGENCE / VETTING  
BREACH RESPONSE PLANNING

KEYNOTE AND PANEL SPEAKING  
TRAINING COURSE DEVELOPMENT  
FORENSICS AND DATA SCIENCE  
MARKETING / ADVERTISING / SALES  
MITIGATION STRATEGY  
PR / CORPORATE SPOKESPERSON  
BUDGETING / P&L OVERSIGHT

QUANT / QUAL RESEARCH  
SECURITY AWARENESS TRAINING  
SHORT- & LONG-TERM PLANNING  
IDENTITY RESTORATION  
USER EXPERIENCE (UX) EVAL.  
VC AND PRIVATE FUNDRAISING  
FAMILY LEGACY BUILDOUT

## EDUCATION



### PHD IN GERONTOLOGY (SCIENCE OF AGING)

UNIVERSITY OF SOUTHERN CALIFORNIA | GRADUATED WITH DISTINCTION



### CYBERSECURITY: MANAGING RISK IN THE INFORMATION AGE

HARVARD UNIVERSITY | GRADUATED WITH DISTINCTION



### BS IN TRAVEL AND TOURISM

ARIZONA STATE UNIVERSITY | VISITED 79 COUNTRIES TO DATE

## ----- WORK EXPERIENCE -----

### AJA ASSOCIATES, LLC. FOUNDER AND CEO

1995 - PRESENT

A TEAM ORIENTED AND PERFORMANCE DRIVEN GLOBAL CONSULTING FIRM WITH OVER 25 YEARS OF SUCCESS ASSISTING BUSINESSES, ASSOCIATIONS, AND MULTI-GENERATIONAL FAMILIES AS THEY DEVELOP IMPACTFUL SALES, ORGANIZATIONAL AND LEGACY STRATEGIES. AJA APPLIES DEEP INSTITUTIONAL KNOWLEDGE AND EXPERIENCE ACROSS INDUSTRIES TO HELP CLIENTS IDENTIFY, ANALYZE AND MANAGE OPERATIONAL, REPUTATIONAL, AND LEGACY OPPORTUNITIES AND RISKS.

## KEY METRICS HIGHLIGHTS

### PRODUCT DEVELOPMENT & SALES GROWTH

- ENVISIONED CONCEPT, CREATED BUSINESS PLAN, OVERSAW FINANCIALS, RAISED CAPITAL AND LAUNCHED PRODUCT FOR A MULTIBILLION-DOLLAR CORPORATION. INITIATIVE PROJECTED TO YIELD \$100M+ OVER 5-YEAR PERIOD.
- CREATED MULTI-GENERATIONAL MARKETING / BRANDING COLLATERALS AND PRODUCT OPTIONS FOR RETAIL CHAIN, RESULTING IN SALES INCREASE OF 25%+.
- WORKED WITH VENTURE-FINANCED STARTUP TO DEVELOP THREE 50+-FRIENDLY CONSUMER PRODUCTS. ALL OF THESE PRODUCTS WERE LAUNCHED INTERNATIONALLY WITHIN A 24-MONTH TIME PERIOD AND YIELDED \$1.5M+ WITHIN YEAR 1.

### MARKET PENETRATION & PROFITABILITY

- PROPELLED INVESTMENT INCREASES OF APPROXIMATELY \$16M ANNUALLY FOR MAJOR FINANCIAL INSTITUTION BY ENGAGING 50+ ULTRA-HIGH NET WORTH PORTFOLIO CLIENTS VIA SPONSORED SPEECHES ON FINANCIAL PLANNING, LONGEVITY, CAREGIVING, FINANCIAL SECURITY AND RETIREMENT.
- GENERATED \$5M IN SALES VIA ON-AIR / ONLINE APPEARANCES ACROSS PLATFORMS INCLUDING QVC, PRODUCT INFOMERCIALS, PSAs, AND OTHER MEDIA SPOTS AS SPOKESPERSON FOR MULTI-INDUSTRY FORTUNE 100 / 500 COMPANIES.
- BROKERED B2B PARTNERSHIP BETWEEN MARKET-LEADING GLOBAL FITNESS EMPIRE AND PREEMINENT HEALTH INSURANCE ORGANIZATION INCREASING MILLENNIAL / GEN X / BOOMER-TARGETED DATABASE FOR BOTH ENTITIES BY 2M+.

### CONSUMER INSIGHTS & EMPLOYEE DEVELOPMENT

- CREATED CUSTOMIZED 'BOOMER CONSUMER' SALES TEAM / CALL CENTER TRAINING PROGRAM FOR FORTUNE 100 (PUBLIC) MULTIBILLION-DOLLAR ORGANIZATION. HIGH-LEVEL OF SUCCESS RESULTED IN COMPANY-WIDE ROLLOUT.
- SURGED MULTIGENERATIONAL RESERVATIONS OVER 27% BY PROVIDING IN-DEPTH MARKET TRENDS AND ENHANCING CUSTOMER USER EXPERIENCE (UX) FOR LUXURY HOTEL BRAND.
- CONDUCTED MULTIGENERATIONAL SENSITIVITY TRAINING COURSE FOR EMPLOYEES OF ONE OF THE LARGEST INTERNATIONAL RESTAURANT CHAINS RESULTING IN 37% UPTICK IN POSITIVE CUSTOMER SERVICE FEEDBACK.

## MEDIA / PUBLICATIONS

- AUTHORED OVER 200 ORIGINAL WHITE PAPERS, RESEARCH ARTICLES, SCHOLARLY PAPERS, AND ESSAYS AS WELL AS SEVERAL HIGHLY ACCLAIMED BOOKS ON TOPICS RELATED TO MULTI-GENERATIONS: *THE ULTIMATE CAREGIVER*, *THE 50+ FACT BOOK*, *THE FOUR KEYS TO LONGEVITY*, *HOME SAFETY FOR SENIORS* AND *THE MEDICARE RESOURCE GUIDE*. SCHEDULED TO RELEASE AN ADDITIONAL TITLE IN THE FALL 2021: *CYBER-SAFETY FOR SENIORS*.
- HOSTED OVER 225 NATIONAL AND INTERNATIONAL TELEVISION SEGMENTS RELATED TO GENERATIONAL TOPICS SUCH AS HEALTH, LIFESTYLE, LONGEVITY, CAREGIVING, SECURITY, FINANCES, FASHION, BEAUTY, AND GENERATIONAL TRENDS.
- FREQUENT APPEARANCES AS A GUEST MULTIGENERATIONAL SEGMENT EXPERT ON NBC (OVER 200 APPEARANCES ON THE TODAY SHOW), CNN, TLC, LIFETIME, TBS, RLTV, CBS, ABC, PBS, ETC.

### ----- ENDORSEMENTS -----

- "ALEXIS IS WELL-REGARDED AS AN INDUSTRY MARKETING THOUGHT LEADER. HER GRASP OF B2B/B2C MARKET TRENDS MAKES HER AN EXTREMELY VALUABLE MULTI-GENERATIONAL PRODUCT DEVELOPMENT PARTNER." – **SVP, AARP**
- "ALEXIS IS AN EXTREMELY GIFTED CONSULTANT AND SPOKESPERSON WHO CLEARLY COMMUNICATES THE TOPIC AND PROVIDES CLIENTS WITH INSIGHTS AND IDEAS THAT ARE IMMEDIATELY ACTIONABLE." – **SVP, BANK OF MONTREAL**
- "DR. ALEXIS PROVIDES DYNAMIC, COMPREHENSIVE, AND USER-FRIENDLY MULTI-MEDIA PRESENTATIONS THAT LEAVE HER AUDIENCES ENLIGHTENED, EMPOWERED, AND EDUCATED." – **CTO, EDELMAN PR**
- "DR. ABRAMSON PROVIDED OUR SALES TEAM WITH A FRESH, OUTSIDE THE BOX, LOOK AT THE LARGEST AGE COHORT WITH THE MOST MONEY. THE CUSTOMIZED TRAINING COURSE SHE CREATED, AND DELIVERED, WAS POWERFUL AND ENTERTAINING. I WOULD HIRE HER AGAIN IN A MINUTE!" – **VP OF SALES, SERVICES CORP. INTERNATIONAL**

### ----- ABBREVIATED CLIENT LIST -----

AARP	EL RIO FOUNDATION	NATIONAL COUNCIL OF AGING
AMERICAN AUTOMOBILE ASSOCIATION	ERICKSON RETIREMENT COMMUNITIES	NATIONAL GOLF FOUNDATION
ADP	FUNCTIONAL AGING INSTITUTE	NATIONAL FAMILY CAREGIVERS ASSOC.
ADT HEALTH	FLORIDA CONFERENCE ON AGING	NATIONAL SENIOR GAMES
AIG (AMERICAN INTERNATIONAL GROUP)	GERONTOLOGY SOCIETY OF AMERICA	NATIONAL UNIVERSAL DESIGN INSTITUTE
AGING IN AMERICA CONFERENCE	GENERAL FOODS	NEW ENGLAND HOME HEALTH CARE
AGING SERVICES OF CALIFORNIA	GENWORTH	NEW YORK CITY OF AGING
ALISON BROD PR	GOLD'S GYM	NORTHWESTERN MUTUAL
ALPAYTAC PR	GOLDEN DOOR	OGLIVY PUBLIC RELATIONS
ALZHEIMER'S ASSOCIATION	GOLIN HARRIS	PACKAGING WORLD MAGAZINE
AMERICAN SOCIETY OF AGING	HARRIS PRIVATE BANK	PBS (PUBLIC BROADCASTING SERVICE)
AREA AGENCIES ON AGING	HARRY AND DAVID	PHILIPS
ARTHRITIS FOUNDATION	HARVARD MEDICAL SCHOOL	PORTER NOVELLI PR
ATLANTA BUSINESS CHRONICLE	HEBREW SENIOR LIFE	PROCTER & GAMBLE COMPANY
AUSTRALIA GLOBAL INITIATIVE	HEARING LIFE	PUBLICIS WORLDWIDE
BELTONE	HEARHERE	QVC
BMO (BANK OF MONTREAL)	HOME DEPOT	RAINBIRD
BOOMER SUMMIT	HUMANA	READER'S DIGEST
BRANDSTAR	HUMBOLDT SENIOR RESOURCE CENTER	SANOFI-AVENTIS
BRITISH SOCIETY OF GERONTOLOGY	INT. COUNCIL ON ACTIVE AGING	SENIOR OLYMPICS
BUILDER MAGAZINE	IDEAL LIFE	SERVICES CORPORATION INTERNATIONAL
CANVAS RESEARCH	INT. CONFERENCE ON AGING	SOURCING JOURNAL
CARELINE	JCC'S OF NORTH AMERICA	SPIRITUAL ELDERING INSTITUTE
CARE.COM	JEWISH WOMEN'S FUND	SUBWAY
CAREX	J. WALTER THOMPSON	THE WOMEN'S CONFERENCE
CENTURY 21 REAL ESTATE CORP.	KENSINGTON LIVING COMMUNITY	TRACFONE
CONSUMER ELECTRONICS SHOW	KIMBERLY-CLARK	UCLA POLICY RESEARCH ON AGING
CONSUMER TECHNOLOGY ASSOCIATION	KROGER	UNITED HEALTHCARE
CLASSIC RESIDENCE BY HYATT	LIGHTSPEED, INC.	UNIVERSITY OF SOUTHERN CALIFORNIA
COHN & WOLFE	LIFETIME TV	WALMART
COMCAST	L'OREAL PARIS	WASHINGTON SPEAKERS BUREAU
COMFORT KEEPERS	MARKETWATCH.COM	WHITE HOUSE CONFERENCE ON AGING
DELTA AIRLINES	MARRIOTT HOTELS AND RESORTS	WILLOW VALLEY COMMUNITIES
DIGNITY MEMORIAL	MENSA PROCESS	WINTHROP UNIVERSITY
DIRECT MARKETING ASSOC.	MERCER MANAGEMENT	WORKING WOMAN MAGAZINE
DURACELL	MORRISON HEALTHCARE	WORLD PRESIDENTS ORGANIZATION
EDELMAN PR WORLDWIDE	NAT'L. ASSN. OF TELEVISION EXECUTIVES	YOUNG PRESIDENTS ORGANIZATION