

Understanding Boomers: A Psycho-Demographic Overview

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Matt Thornhill started the Boomer Project (www.boomerproject.com), a marketing research and consulting firm, three years ago to help marketers gain a better understanding of today's Boomer consumer. Insights based on the Boomer Project's own national surveys among Boomers have earned Matt an international reputation as a recognized authority on marketing to aging Boomers. His opinions and insights are sought by media around the world, and he's appeared on NBC Nightly News with Brian Williams, CBS Evening News, CBS Sunday Morning, CNBC, and even Panamanian TV. He's appeared in stories on Boomers in Business Week, Newsweek and US News & World Report, and newspapers like The New York Times, The Washington Post, Los Angeles Times, Chicago Tribune and countless others.

Matt spent over 20 years in the advertising business, working at national agencies Ogilvy & Mather and Ted Bates in New York, and the Martin Agency in Richmond. His client work includes Mercedes-Benz, Kraft, Marriott and Coca-Cola.

He is responsible for overseeing the work for clients by the Boomer Project, as well as editing the national research reports and the monthly newsletter, which has over 3,200 subscribers. His current book *Boomer Consumer: Ten New Rules for Marketing to America's Largest, Wealthiest and Most Influential Group* was published this year.