clairemadden

BIOGRAPHY

Claire Madden M.A. (Lead.), B.A. (Comms.)

Claire Madden (www.clairemadden.com) is a leading voice internationally on Generation Z. As an author, social researcher, keynote speaker, and media commentator, Claire is in high demand as an expert in interpreting social trends, demographics, and implications of generational change. Claire is the author of *Hello Gen Z: Engaging the Generation of Post-Millennials.*

Claire is highly regarded for her dynamic and engaging presentations where she translates robust, research-based content into strategic applications for educators, managers, and business leaders. Claire is commissioned by some of the nation's largest companies and leading brands to interpret the changing landscape and communicate the implications for business and society.

As a media commentator, Claire is regularly interviewed on prominent television programs including ABC News Tonight, The Drum, The Today Show, SkyNews, Sunrise and The Morning Show, as well as on the radio and in print media. Claire is also a PhD candidate, studying the impact of Gen Z and work. Claire is also the Founder and Director of the research based strategy and communications agency, Hello Clarity (www.helloclarity.com.au).

INTRODUCTION

Claire Madden is the 'go-to' expert on generational engagement. Businesses engage her to better understand what makes younger generations tick and how to create an organisational culture that best harnesses and integrates their strengths.

Not just a social researcher, she's a media commentator, business consultant, and founder and Director of the strategy and communications agency, Hello Clarity. She is also the author of the book Hello Gen Z: Engaging the Generation of Post-Millennials.

With academic qualifications in communications and postgraduate studies in leadership, she's been featured on ABC, Channel 7, Channel 9, Channel 10 and Sky News, as well as on radio and print media, and regularly conducts presentations and workshops around the country.