



Photo by Toni Riales

Cam Marston's popular radio show "What's Working with Cam Marston" is heard on 106.5 on Wednesdays at 6 p.m. and "Keeping it Real" runs on Alabama Public Radio on Fridays at 7:44 a.m. and 9:45 p.m.

CAM MARSTON'S JOB IS EXPLAINING DEMOGRAPHIC TRENDS

Cam Marston loves when a client "gets it." He can see it all over his or her face.

As a consultant to small businesses and large corporations and professional organizations, Marston explains how generational workplace and marketplace preferences affect every aspect of business.

His company, Generational Insights, is the Mobile Area Chamber's Small Business of the Month.

Generational Insights is a professional service firm that specializes in generational studies. Years ago, while facilitating focus groups and conducting exit interviews for clients in Charlotte, N.C., he noticed distinctions between Baby Boomers and Gen Xers.

That difference, and the value of understanding the generations – along with their impact on both the workplace and the marketplace – prompted him to start the company.

Soon afterwards, Marston, his wife Lisa and their growing family moved back to Mobile. "Mobile is home," he says. "As long as I have an airport, I can live in Mobile." For his work he has logged more than three million airline miles.

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Marston is an author, columnist, blogger and lecturer whose expertise has been featured in *The Wall Street Journal*, *Forbes* and other publications. His work now includes a radio show, "What's Working with Cam Marston," which can be heard locally on Wednesdays at 6 p.m. on 106.5 FM. He also regularly contributes commentary, "Keeping It Real," on Fridays at 7:45 a.m. and 4:45 p.m. on Alabama Public Radio.

Marston says he is grateful for the networking opportunities the Chamber has provided, especially when suggesting guests for his radio show. Along with engaging with the Chamber, he works with the University of South Alabama Mitchell College of Business Professional Readiness Engagement Program (PREP) to help graduates prepare for the workplace and its Real Advice Mentorship Program (RAMP), mentoring small businesses.



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