

NAME:

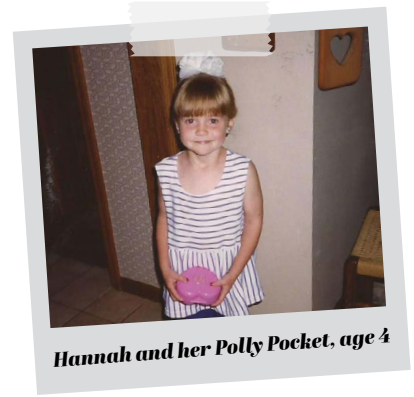
HANNAH UBL

GENERATION:

MILLENNIAL

ROLE:

RESEARCH DIRECTOR,
KEYNOTE SPEAKER,
and CONSULTANT



Hannah and her Polly Pocket, age 4



View Hannah's speaking video here.

Hannah is no stranger to digging deep into what motivates and frustrates her complex generation, blending stories and stats so that people can think differently and gain a deeper understanding of one another.

At her core, Hannah is an information junkie. She delights in bringing that information to the masses. As a researcher, speaker, generational expert, and coauthor of *Managing Millennials For Dummies*, Hannah thrives on studying what motivates, forms, and challenges every generation.

She has delivered her dynamic presentations in companies such as Cisco Systems, Adidas, Ralph Lauren, UnitedHealth Group, and Deloitte. Hannah is driven by the "a-ha" moments during speeches when audience members who seemed reticent at first can be seen nodding and smiling in appreciation.

An exceptionally curious person with an insatiable thirst to learn anything and everything, Hannah heads up BridgeWorks' research initiatives, including delving into the latest trends on Generation Edge, the generation after Millennials. She is passionate about BridgeWorks' gender, healthcare, and sustainability initiatives. Her research has unearthed valuable tips and actionable solutions for multi-generational workplaces and key strategies for marketing and reaching more generationally diverse client bases.

Hannah graduated from Boston University where she studied advertising and environmental science. A weird combination? Absolutely. Fitting for such an avid learner? Totally. In her spare time, she can be found playing with her two cats, reading in her favorite haunt or persuading her friends to join her at the adult night at the Science Museum. Yes, she is a nerd.

952-797-9700

READ HANNAH'S BLOGS HERE. 
www.generations.com

