

John W. Martin

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John W. Martin is a nationally-recognized futurist, award-winning author, generational expert, and national keynote speaker.

John is the founder and CEO of the [Institute for Tomorrow](https://www.sirhq.com) (or IFT - formerly the Boomer Project and GenerationsMatter). The Institute is a national, research-based futures think tank that identifies and reports on major demographic and cultural trends shaping America's future. The Institute shares data-driven insights through keynote speeches, workshops, strategic planning retreats, and training events for organizations around the world. IFT's articles and blog posts can be accessed here: <https://www.sirhq.com/news-and-views/>



IFT's insights have been featured in *the Los Angeles Times*, *The Washington Post*, *the Chicago Tribune*, *the Toronto Star*, *BusinessWeek*, *The Wall Street Journal*, and *Barron's*, as well as *NBC nightly news*, *CBS news*, *MSNBC*, and *NPR's "Morning Edition."* In addition, John co-authored "Boomer Consumer," an award-winning business book on generations.

John and the IFT deliver more than 50 major keynote speeches a year. Past assignments include the National Governors Association, National League of Cities, National Association of Development Organizations, and the Rail~Volution Conference.