



TRU PETTIGREW

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BIO:

Tru is a devoted family man, an accomplished business leader, and engaged community leader. As an author, coach, marketing executive, and inspirational speaker, Tru's primary areas of expertise include Millennial Insights, Leadership, Purpose, and Inclusion.

He has been featured in such prominent publications as The New York Times, USA Today, The Boston Globe, and Fortune Magazine for his insights & expertise.

Tru currently serves as Founder & Chief Bridge Builder of Tru Access, and is considered one of the country's top cross-generational thought leaders. In addition to helping organizations build bridges across generations, Tru has also established a strong reputation for helping organizations build bridges across racial, cultural, social, and political lines.

LEADING ACROSS THE GENERATIONS:

Millennials have ushered in a New Era, with New Expressions, and New Expectations. To thrive in this new era, organizations must adopt and employ a cross-generational leadership approach.

This session helps attendees understand how to be more effective 21st century leaders by leveraging the power of insight, influence, and inclusion. Guests walk away with a proven cross-generational leadership model that can be applied right away!

"Tru is gifted at understanding people and their motivations. He applied this gift for years as a consumer researcher. Today it makes him an amazing speaker & coach for people seeking to inspire and lead Millennials."

- David Rubin, NY Times



Latest Book Release: **MILLENNIALS REVEALED**

While bridging the generational divide may seem daunting, it can be done! And *Millennials Revealed* offers keen insights and proven strategies to create cross-generational collaborative outcomes that benefit everyone involved. Whether you're trying to connect with your child or grandchild, hire someone who wasn't even born the year you graduated college, or are a millennial yourself, this engaging guide will help you better understand Millennials and effectively "Lead Across the Generations".