



Amy Lynch
Baby Boomer, Generational Consultant

Baby Boomer Amy Lynch is a respected authority on aligning multi-generational teams in the workplace. She specializes in high-energy, interactive presentations that help leaders and managers fully engage the talents of each generation for better bottom line results.

Audiences remember Amy as a masterful storyteller who helps each generation recognize its own behaviors with humorous, insightful anecdotes drawn from her experiences as a speaker, author and entrepreneur.

Her keynote speeches and workshops have entertained and enlightened groups in the US and abroad. Her audiences have included Comcast, MTV, Tetra Pak, Executive Women International, the National Association of Federal Credit Unions, various state governments and federal agencies, and a host of engineering, accounting and financial firms. She also lectures regularly at the business schools of Vanderbilt and Belmont Universities.

For more than a decade, Amy researched and wrote about Millennials as they moved through the educational system and into the workplace. She authored the award-winning "How Can You Say That?" about parent-teen communication, as well as numerous articles in publications, including *First for Women*, *Success*, *Ms.* and *Self*. Her ideas about generations have been featured in *USA Today*, *the Boston Globe*, *the Chicago Tribune*, *the Dallas Morning News*, *the Atlanta Journal Constitution* and *NBC Nightly News*.

Along with other members of the BridgeWorks team, she is currently writing a new book about strategic sales and customer service in a four-generation marketplace.

Amy holds an M.A. in literature, with an emphasis on cognitive theory and composition. She began her career as a curriculum designer and then a magazine editor, a position that required managing all four generations. She has launched and sold publications, and is the recipient of Parents Media Awards and an Utne Alternative Media Award, along with writer-in-residence grants from the Ragdale Foundation, Hambidge Center and the HedgeBrook Foundation.

She lives in Minneapolis and enjoys Skyping with her Millennial daughters and her next generation granddaughter. She has completed three triathlons, with a fourth planned for this summer.

