

# Matt Britton

## America's Millennial & Gen Z Expert; Sold First Ads To Ever Appear On Facebook

Please contact a GDA agent for information.

### Topics

- Business
- Change Management / Organizational Change
- Futurists / Trends
- Generational Issues
- Teamwork / Teambuilding

### About Matt Britton

Matt Britton is America's leading expert on the millennial generation having consulted for over half of the Fortune 500 over the past two decades. Matt's unique ability to connect the dots between the new consumer culture of today and the business trends of tomorrow is what separates him and offers unique value for his clients.

Matt's best-selling book titled [YouthNation](#), which debuted at #1 on Amazon's business book list has created the modern day roadmap for corporations large and small alike to approach a generation with power and influence unlike any other emerging demographic in history.

In 2002 Matt founded MRY, a digital and social media marketing services agency, which he would grow from a one-person startup to a global powerhouse with over 500 employees. Over the course of Matt's 14-year career at MRY, the agency he founded helped prominent Global corporations including Microsoft, Procter & Gamble, Ford Motors, Visa, whom Matt helped lead into the social media era.

Matt is the premier global keynote speakers at the major conference and corporate events around the world. During the past year, Matt has been hired by corporations including Microsoft, General Motors, Subaru, Citibank, Facebook, HP, and Procter & Gamble to inspire corporations as well as arm them with practical know-how on how to embrace change today!

Matt's latest venture, Suzy, being touted as Siri for brands, Matt and his team are bringing the voice of real consumers directly to brands at scale and at the speed of culture and touts investors such as NBA star Kevin Durant. Suzy helps companies like Netflix, Coca-Cola, Procter & Gamble, Johnson & Johnson, Citibank, Verizon, Nintendo and Nestle, among others, validate critical assumptions so they can focus on creating compelling new products, developing effective marketing strategies, and validating direct offers that increase conversion, improve path-to-purchase and drive growth.

Learn more at [www.MattBritton.com](http://www.MattBritton.com)

### Select Keynotes

- **Instagram Killed The Television Star**

Television as we know it will soon be no longer. The notion of tuning in to a TV network will be a distant memory and the proverbial cord will someday be forever cut. These changes will disrupt the marketing industry in ways that the onset of the Internet itself didn't achieve. We live in exciting times.

Audience takeaways:

- ◊ The coming phases which will signal the end of Television 1.0
- ◊ Where advertisers will look next for critical mass
- ◊ The role of celebrities and influencers across the spectrum in receiving the torch
- ◊ The massive impact of Live streaming on platforms like Instagram
- ◊ Best practices for leveraging these changes to propel your brand forward



- **Millennials: A To Z**

A fast-paced walk through every letter of the alphabet A to Z with corresponding new consumer trends, cultural movement, and business disruptions.

- **The Class of 2025**

How tomorrow's college graduates will be entering a completely different world. We will take a look at the world the graduates of 2025 will be entering from the job market, urbanization, their shopping habits, and the emerging technologies which will shape their future world.

- **The Inevitable Extinction of Branding**

Learn why the growing domination of Facebook, Google, and Amazon is redefining the role and importance of brands in American culture.

- ◊ Why the experience economy is driving how consumers spend their time and money
- ◊ The dominance of utility brands
- ◊ The shifting CPG model
- ◊ Urabaznation and its impact on commerce

Building a brand does not mean the same thing as it used to be and regardless of your industry its time to rethink the branding process.

- **YOUTHNATION: Why Youth Culture is the Driving Force of the American Business Landscape**

YouthNation, the debut Amazon #1 bestselling book by author Matt Britton, explores the impact of the millennial generation on the American business landscape. Tapping into nearly two decades of experience in working with the world's leading brands.

### Select Book Titles

- **2015:** YouthNation: Building Remarkable Brands in a Youth-Driven Culture

### Select Articles

- [How social is driving the end of TV as we know it – and why the Kardashians could be bigger than the Beatles](#)

In 1964, the Beatles' appearance on Ed Sullivan was a watershed moment in America. "At that time, if you wanted to be relevant, you went on Ed Sullivan," said Matt Britton, CEO of online community Crowdtap, at Social Media Week in New York on Wednesday (March 1). "It signified a Golden Era of TV. There were four channels you could watch and few other things for families to do. That approach to media lasted 35 years. If you had a viable product and a checkbook, you could write a check and get on TV."

- [Suzy CEO: Branding Is Dead And 'Gramming Killed It](#)

Matt Britton (Chief Executive Officer, Suzy) on why the growing domination of Facebook, Google, and Amazon is redefining the role and importance of brands in American culture.

- [How the millennials legacy is transforming everything from modern marketing to the economy](#)

Millennials expert Matt Britton catches up with CMO to reveal the lasting legacy of the first generation to be digitally native, and how it changes both brand strategy as well as the way marketing teams operate

- [NBA star Kevin Durant backs marketing tech startup Suzy](#)

NBA star Kevin Durant is the latest backer of Suzy, a marketing tech platform based in New York. The Golden State Warriors forward made the investment as part of a \$5 million funding round. "Suzy looks for partners and investors that look at the world in the same way as our team and that can offer a differentiated perspective on the business landscape," Suzy CEO Matt Britton told The New York Business Journal. "Kevin Durant and Rich Kleiman from The Durant Company fit that mold perfectly and we are thrilled to have them as a partner."

- [Matt Britton at Social Media Week: 'The TV will become a giant iPad hanging on your wall'](#)

If Matt Britton's vision of the future comes to fruition, marketers will be reaching consumers on TV screens used like iPads—consumers will swipe between individual apps to find TV shows they like, instead of relying on traditional networks to bring them content.

### Select Testimonials

"Matt has been a key driver of change in our global organization. His electric passion for driving cultural change through social media and his deep knowledge of youth were key element's in Visa's marketing evolution"

— Antonio Lucio, Global Chief Marketing Officer Facebook

“Matt was hired to give lectures on the future consumer at our investor conference in Oslo, Copenhagen, & Stockholm. For three straight days, in front of 400+ financiers in dark blue suits he gave a blazing lecture that inspired, entertained and changed the crowds image of the future. He received the top score in all three cities in front of Harvard professors, governors and investment strategists. ”

– *Christian Sigersted Larsen, Head of Conferences in SKAGEN*

“Matt commands a unique understanding of the millennial generation and was electric in his presentation to our team ”

– *Lauren Weinberg, VP Of Consumer Insights, Yahoo!*

“Matt was a major highlight at our annual sales meeting ”

– *Michal Shapira, SVP Of Integrated Marketing CNN*

“Matt was a hit! Our team was fascinated by his presentation and were engaged on his depth of knowledge of the market”

– *Sharon Rothstein, Global CMO Starbucks*