



## AUTHOR. SPEAKER. BUSINESS LEADER

Steven Robertson, author of *Aliens Among Us: 10 Surprising Truths about Gen Z*, is the founder of BOLD-Training. He is an internationally recognized keynote speaker, consultant and trainer who equips, trains, and professionally develops businesses and institutions to not only change their perspective but also to lead differently to stay relevant. More specifically, his efforts focus on how to recruit, retain, and lead the emerging generation as employees in a multi-generational work environment. Steve's most recent clients include the NFL, the Philadelphia Eagles, Allegiance Staffing, Journey Coffee, Downingtown Area School District, Delaware County Christian School, International Association of Venue Managers, as well as some nationally based camping organizations.

Steve's professional business career had its roots in the tennis world, first as a professional coach and then serving as chairperson of the regional coaches' association. Later, Steve started his own coaching academy, and also held an executive position on the National Tennis Coaches Association. In this position, Steve was responsible for shaping the national curriculum and refining the requirements for the examining of aspiring tennis professionals and the awarding of the different levels of qualification to them.

Steve currently operates as Chief Experience Officer in a well-established and internationally recognized organization that offers summer camps and programs in multiple states. Steve has worked with and programmed for youth and young adults from around the globe. As a result of this 25-year legacy of first-hand experiences and wealth of empirical knowledge, Steve is known as a generational expert, specializing in Gen Z, Millennials and Alpha Gen.

Steve's goal, as a business leader, is always to establish company culture by focusing on recruiting, training, and retention strategies to manage an international workforce of two thousand seasonal staff each year. Steve's team then designs cutting edge, high-caliber programming for 20-plus programs which translates into over 40,000 weeks of camp each summer. From pre-college academics to business and sports, the programs are designed to upskill the ever-changing generations.

The organization has partnered with highly esteemed institutions to provide this programming, including University of Pennsylvania, Yale University, Villanova University, the NFL, 76ers, Brooklyn Nets, Phillies Baseball, and others!