

The Boomer Project

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John Martin



John Martin serves two roles — he is the President and CEO of SIR Research, the 44-year-old marketing research firm behind the Boomer Project, as well as CEO of the Boomer Project. John provides the overall strategic guidance both organizations.

Prior to joining SIR, John led the marketing efforts of PBM Products, a \$100 million consumer products company specializing in nutritional store brand and national brand product lines. While at PBM, John orchestrated new product launches and promotional programs with leading retailers including Wal-Mart, Target, Kroger, CVS and dozens of other regional chains.

John is on the road giving presentations and seminars to audiences across the country. Along with Matt, he wrote *Boomer Consumer*, and contributes to the Op/Ed column *Viva the Vital*.

John began his career at regional advertising agency Siddall, rising to the position of President.

John is active in his community. He recently served as the President of the Central Virginia Chapter of the American Marketing Association, and is currently serving as a trustee on the MCV Foundation Board and on the board of the Greater Richmond Chamber of Commerce.

Read what some recent clients have said about John's presentations on today's Boomer Consumer:

"John's presentation at our national conference was a show-stopper. His content was unmatched in value for our audience, and his stage presence was engaging and delightful. I recommend him and this program to anyone in financial services industry who wants to get the key to today's Boomer Consumer."

Kim O'Brien
Executive Director
National Association of Fixed Annuities

"Let me also say that it was a terrific presentation. I have heard from lots of people today about how much they learned and also how much they enjoyed being there. The Boomer Project really advanced our collective thinking. We look forward to thinking about other ways we can work together."

Greg Coble
Vice President, Business & Finance
National Trust for Historic Preservation

"Your program in Naples was outstanding! Yours was the single highest-rated program segment of the convention and it added so much value for our members. It was both entertaining and thought-provoking."

Edward VanHorn
Executive Director
Southern Newspaper Publishers Association

"Thank you so much for speaking at our Diamond Awards and the workshop. Everyone I spoke with truly enjoyed the presentation. The reviews were as positive on paper as they have been verbally. This morning someone told me they learned more in our half-day workshop than she has in her 8-week college credited class. How is that for a compliment?"

Donna Blanchard
Los Angeles Metropolitan Transportation