



From Washington to Your Workplace

Economic, political, workplace and technology trends impacting your industry

Presented by **Gene Marks**

***The Hill* and *Guardian* columnist Gene Marks explains how leaders are navigating economic changes, tariff uncertainty, workplace challenges and technology investments.**

As a regular columnist for *The Hill* and *The Guardian* and frequent guest on Fox News and other national outlets, Gene Marks spends his time analyzing the political and economic decisions coming out of Washington — and translating what they actually mean for business owners and industry leaders.

In this high-energy, insightful presentation, Gene connects the dots between public policy and business strategy. He explains how regulation, trade policy, workforce shortages, midterm elections, tariffs, and inflation will directly impact hiring, costs, supply chains, and profitability over the next 12–36 months.

This keynote will address how leaders are:

- ✓ Utilizing economic data that makes sense
- ✓ Adapting to the regulatory environment under the current administration
- ✓ Navigating trade shifts and tariff exposure
- ✓ Tackling labor market dynamics and workforce shortages
- ✓ Managing through inflation and higher costs
- ✓ Preparing for the midterms
- ✓ Investing in technology

This is not a partisan talk — it's a practical business briefing designed to help leaders anticipate change, reduce risk, and position their organizations for growth regardless of political outcomes.



Gene's presentations help business owners and managers of all industries to look ahead, with specific actions for growing and profiting based on the strategies of other business owners in their industry.



G E N E
MARKS

**AUTHOR. COLUMNIST.
KEYNOTE SPEAKER.
CRM ADVISOR.**

Forbes



The Guardian



CBS NEWS

The Washington Post **The Philadelphia Inquirer**

The New York Times **Entrepreneur.com** **Daily Herald**

See Gene in Action
www.GeneMarks.com



A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Guardian, The Hill, Forbes, The Philadelphia Inquirer, The Washington Times and The Chicago Daily Herald.

Gene also hosts a Thrive podcast where he interviews politicians, economists, policy makers, celebrities and entrepreneurs that impact business.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*.

Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC, Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.



Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.

TESTIMONIALS



"I finally got to hear Gene speak! This was at our National meeting in Orlando. **He is AMAZING!** Our builders loved him and just everything he had to say. From what I heard **I was "wowed" to say the least.** He is truly amazing at what he does."

— *Sylvia Gonzalez, Sales & Marketing Administrator, Nucor Building Systems*



"**Gene, without a doubt, your presentation was the best closing session I have ever attended.** Somehow, Gene managed to make all the tough news entertaining. It was a master class on presenting."

— *Linda Dodd, Learning Specialist, North Carolina Association of CPAs*



"In a word.... **WOW! Gene absolutely delivered.** He was spot on for our small business members. He packed a lot into 45 minutes and left everyone with something to take away. People were taking pictures of his slides during his presentation. The conversations about his keynote continued throughout the day. People said they emailed him right after he got off stage. Others mentioned that they were emailing their own accountants to find out if the advice he was giving could help them. They found out that they were entitled to tax relief or grants that would basically offset their price of attending our show. **That is a tremendous value for our members. We could not be happier. He was fantastic.**"

— *Mike Adamson, President & CEO The Aircraft Electronics Association*



"Gene, I would say in my 30 years of attending presentations, yours was THE MOST: **valuable, relevant, properly paced, perfect amount of info;** not too much, but enough, excellent humor, and **perfectly executed presentation** I have experienced."

— *Jill Keim, VP Relationship Manager, First Merchants Bank*



"**Gene was a huge hit again.** We have never brought a speaker in back to back years. Gene certainly was worthy and delivered again!"

— *Kevin Gilbride, Executive Director, The Accredited Snow Contractors Association*

Book Gene for your keynote or breakout session



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