

From Washington to Your Workplace

Economic, workplace and technology trends impacting your industry

Presented by Gene Marks



Economic, workplace, technology, and policy trends impacting your industry

As a regular columnist for *Forbes*, *The Hill*, and *The Guardian*, Gene Marks spends every week interviewing business leaders, economists, technology executives, and policymakers to understand **what's really happening in today's economy—and, more importantly, how successful companies are responding.**

Businesses across every industry continue to face rising labor costs, higher borrowing costs, insurance increases, supply chain disruptions, rapid advances in artificial intelligence, and continued economic uncertainty. Rather than focusing on politics, **Gene delivers a practical business briefing** filled with real-world strategies companies are using to control costs, improve productivity, increase profitability, and prepare for what's next.

Drawing on his reporting for *Forbes*, *The Hill*, and *The Guardian*—along with insights from hundreds of business leaders he interviews and advises every year—**Gene separates headlines from reality and shares practical ideas executives can immediately put to work.**

This keynote focuses on:

- ✓ Navigating today's higher-cost business environment
- ✓ Practical AI tools that improve productivity without increasing headcount
- ✓ Strategies companies are using to manage labor shortages and workforce costs
- ✓ Pricing, cash flow, financing, and profitability ideas that are working now
- ✓ Tax strategies, incentives, credits, and government programs businesses often overlook
- ✓ Economic and workplace trends leaders should actually pay attention to
- ✓ Supply chain, trade, and regulatory developments impacting manufacturers, distributors, contractors, and service businesses
- ✓ Technology investments delivering measurable ROI—and those that aren't
- ✓ What business leaders should expect over the next 12–24 months

Attendees leave with:

- ▶ Practical strategies to improve profitability
- ▶ New ideas for reducing costs and increasing cash flow
- ▶ A realistic understanding of AI—what's hype, what's real, and where to invest
- ▶ Actionable takeaways they can implement immediately

This is not a political presentation. It's a **practical business briefing** designed to help executives make smarter decisions regardless of who occupies the White House.



GENE MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER.

Gene Marks is a CPA, business owner, and nationally recognized columnist whose reporting focuses on the economic, workplace, tax, and technology issues impacting businesses today.

He writes regularly for Forbes, The Hill, The Guardian, The Philadelphia Inquirer, The Washington Times, The Chicago Daily Herald, and other national publications.

Gene is also host of the Paychex Thrive Podcast, where he interviews CEOs, economists, policymakers, entrepreneurs, and technology leaders about the trends shaping business.

As owner of The Marks Group, Gene advises hundreds of businesses across the country, giving him firsthand insight into how executives are responding to today's economic challenges.

His presentations combine national reporting with real-world business experience, delivering practical strategies audiences can immediately apply.

Prior to founding The Marks Group, Gene spent nine years with KPMG as a Senior Manager in its Entrepreneurial Services practice.

Why audiences love Gene

Instead of predicting the future, Gene explains what successful companies are doing right now to:

- Reduce costs
- Increase profitability
- Leverage AI
- Improve productivity
- Recruit and retain employees
- Navigate economic uncertainty

Every presentation is customized for the audience's industry.

Gene regularly speaks to:

- Manufacturing Associations
- Construction Associations
- Distribution & Logistics
- Financial Services
- Healthcare
- Retail
- Technology Companies
- Professional Associations
- Corporate Leadership Teams

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

Bring Practical Business Intelligence To Your Next Meeting



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