THE AFFORDABILITY CHALLENGE

How Businesses Can Navigate Rising Costs, Leverage AI and Drive Growth

Presented by Gene Marks



Rising labor, insurance and financing costs are squeezing margins as customers become more price-sensitive. Drawing on his reporting and experience as a CPA and business owner, Gene Marks shares how companies are responding and what leaders can do to protect margins, improve productivity and keep growing.

This keynote focuses on:

✓ Economic and Industry Trends:
The developments business leaders should be watching over the next 12–24 months and how companies can prepare.

✓ AI, Automation and Productivity:
Where AI tools, agents and automation can save time, lower costs and deliver a measurable return.

✓ Workforce Costs and Challenges:
Strategies for managing labor expenses, recruiting and retaining employees, transferring knowledge and increasing productivity.

✓ Pricing, Cash Flow and Profitability:
What successful businesses are doing to protect margins, improve cash flow and remain competitive.

✓ Taxes and Government Policy:
Tax incentives, credits, tariffs, regulatory developments and government programs that can impact business costs and investment decisions.

✓ Driving Growth:
How businesses can uncover new opportunities, strengthen customer relationships and expand even in a challenging economic environment.

Attendees leave with:

- **Practical strategies** to reduce costs and protect profitability.
- **New ideas** for using AI, automation and technology to improve productivity.
- **A better understanding** of the economic, workforce and policy developments affecting their businesses.



GENE MARKS

AI & BUSINESS KEYNOTE SPEAKER | CPA
NATIONAL BUSINESS COLUMNIST | AUTHOR

Gene Marks is a CPA, business owner, keynote speaker and nationally recognized columnist whose reporting focuses on AI, automation, the economy, workplace trends, taxes and the technology and policy 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 economic, technology, workforce and policy changes.

Gene speaks nationally to corporate and association audiences across manufacturing, construction, distribution, financial services, retail, technology and professional services. His presentations combine national reporting with real-world business experience and are customized to each audience, delivering practical strategies leaders can immediately apply.

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

Gene regularly speaks to:

- Manufacturing Associations
- Construction Associations
- Distribution & Logistics
- Financial Services
- Retail
- Technology Companies
- Professional Associations
- Corporate Leadership Teams
- Small and Mid-Sized Business Audiences

Why audiences choose Gene

Instead of simply predicting what's coming, Gene explains what successful companies are doing right now to:

- Reduce costs
- Improve productivity
- Increase profitability
- Leverage AI and automation
- Recruit and retain employees
- Navigate economic uncertainty
- Manage cash flow
- Identify new opportunities for growth

Every presentation is customized for the audience's industry and current business challenges.

WHAT AUDIENCES SAY

"Good morning, Gene, without a doubt, your presentation was the best closing session I have ever attended. Somehow, you 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 members. He packed a lot into 45 minutes and left everyone with something to take away… 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

"Your presentation on Saturday pretty much punched me in the nose. I have been avoiding AI, but what you shared made it clear that I need to embrace it head on. I've already engaged my leadership team about putting an AI policy in place — that wasn't even on our radar."

— Brad Brown, Business Development Manager, FMGI, Inc.

"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

Gene Marks delivers engaging, customized presentations that help business leaders understand the economic, technology, workforce and policy developments affecting their companies — and what they should do next.

To book Gene Marks for a keynote or check availability:

Caryn Maenza — Speaker Bookings
610-675-7648
caryn@marksgroup.net