

## Kristin Scroggin Bio 2024



Meet Kristin Scroggin – A huge fan of Generational Diversity armed with a Communication Studies master's degree from the University of Alabama and a bachelor's from Montevallo in decoding GenZ slang and millennial emojis. Kristin embarked on her research endeavors during her almost 20-year tenure as a professor at the University of Alabama in Huntsville before giving birth to her company, genWHY Communications in 2017.

Kristin has a passion for decoding the generational enigma and is known for her straight-talk speaking style and wicked twist of humor. Kristin has been on stages in 42 states, left her mark in 3 countries, and sprinkled her wisdom across more than 160 conferences for 350+ diverse organizations. From Fortune 500 giants to pint-sized non-profits, she's been there, done that, and left an indelible impression.

Published in magazines, guest on multiple podcasts, and the workhorse behind groundbreaking research, Kristin isn't just about speaking – she's about making waves in the world of succession planning and leadership program development. Need someone to referee the battle of Boomers and Millennials on your teams? Look no further; Kristin consults on attracting, developing, and retaining the brightest minds.

But wait, there's more! Fueled by an unrelenting wanderlust, Kristin and her partner-in-travel (husband) are on a quest to explore every nook and cranny of the globe. Amidst their jet-setting adventures, they somehow manage to keep their sanity while raising four humans who never stop eating.

To learn more and get resources visit [www.genwhy.com](http://www.genwhy.com).