



Speakers

Joe Beditz, Ph.D., President and Chief Executive Officer, NGF



Joe joined NGF in 1984 as Director of Research and became CEO in 1989. He has been instrumental in developing the NGF's research assets and capabilities during his 31 years as the company's lead researcher. He has conducted consumer research and market studies in virtually every business segment of the golf industry, and serves as a consultant to the CEOs of many of golf's leading companies. Joe's holds a Ph.D. in Research Methods and Measurement from Florida State University.

David Berson, Ph.D., Chief Economist, Nationwide Economics



David is a noted economist, author and keynote speaker. His experience includes serving as Vice President and Chief Economist for Fannie Mae, Chief Financial Economist at Wharton Econometrics, and staff economist on the President's Council of Economic Advisors. David holds a doctorate in economics and a master's degree in public policy from the University of Michigan, and a Bachelor's degree in history and economics from Williams College.

Jeff Fromm, President, FutureCast



Jeff is the co-author of *Marketing to Millennials*, and a new book, *Millennials with Kids*, (August). He will have new research on Affluent Millennials in May 2015. He has 25+ years of hands-on experience with brands including SONIC, Sprint, Whole Foods, and Warsteiner Beer. Jeff is a contributor for Forbes and a frequent keynote speaker on marketing, innovation and consumer trends. He has a degree in economics from The Wharton School of the University of Pennsylvania and studied at The London School of Economics.

David Lorentz, Market Research Manager, NGF



David Lorentz joined NGF as a research analyst in 2012. He has conducted numerous client engagements across multiple industry segments and brings his considerable quantitative and qualitative research skills to bear on some of NGF's most critical projects. David was the lead researcher and co-author of *Golf and the Millennial Generation*. He has an M.S. in Applied Economics and Statistics from Clemson University, and a B.A. in Economics from Xavier University.

Francesco Fazio, Principal, Doblin



As a principal with Doblin, the innovation practice of Deloitte Consulting LLP, Francesco has extensive worldwide experience helping companies conceive, prototype and launch transformational innovations. Francesco earned an M.B.A. with honors from the University of Chicago (Booth), and a Master's and Bachelors of Science in Design and Mechanical Engineering from the University of Genoa, Italy.