

BIOGRAPHY:

KIT YARROW

Generations Expert

Kit Yarrow, Ph.D. is a professor of psychology and marketing at Golden Gate University and their 2009 Outstanding Scholar. Her book, *Gen BuY: How Tweens, Teens and Twenty-Somethings are Revolutionizing Retail* (Wiley, 2009), was described by *Publisher’s Weekly* as “a must-read for all who hope to keep their companies relevant and viable.”

Kit’s been a visiting professor of consumer behavior at universities around the world and she’s conducted research for businesses including General Electric, Del Monte, AAA and Nokia.

As a recognized consumer expert, Kit’s often called upon by the media to explain and predict consumer behavior. She’s been a frequent guest on programs such as *Good Morning America* and *Marketplace*; and is regularly quoted in publications such as *The New York Times*.