

Speaker Biography



MARK C. PERNA

SPEAKER | AUTHOR | CEO

Mark C. Perna is the founder and CEO of TFS Results, a full-service strategic communications and consulting firm at the forefront of the national paradigm shift in education and workforce development. As an international generational expert, Mark has devoted his career to empowering educators and employers to unleash the tremendous potential of today's young people.

Mark's best practices have helped parents, schools, districts, businesses, and state organizations across North America to connect more effectively with the younger generations. He delivers more than 70 virtual and in-person keynote speeches at national and statewide events each year and spoke at Harvard University by special invitation. At TFS Results, Mark's team of talented professionals share his vision of helping organizations of all sizes experience significant gains in recruitment, engagement, retention, and performance rates.

Mark, a [weekly contributor at Forbes.com](#) and host of [The Perna Syndicate](#) weekday Alexa Flash Briefing, has published many articles in national publications and interviews frequently on radio shows, television, and podcasts. His award-winning bestseller, [Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations](#), was written to help educators, employers, and parents understand and motivate the millennial and Z generations. Mark is the father of two successful millennials and resides in Cleveland, Ohio. Find out more about Mark and his work at [MarkCPerna.com](#).



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