

About **RAINMAKER**THINKING®

RainmakerThinking, Inc. is a management research, training and consulting firm and the leading authority on generational issues in the workplace, founded in 1993 by best-selling author Bruce Tulgan.

We continue to lead three longitudinal workplace studies:

- [The Generational Shift in the Workforce](#) (since 1993): Monitoring the impact of generational change
- [Leadership, Management, and Supervision](#) (since 1995): Cataloguing management challenges and the best tools and techniques for solving those challenges.
- [Human Capital Management](#) (since 1997): Cataloguing best practices in staffing, recruiting, selection, performance management, rewards, retention, succession planning, and leadership development.

Hundreds of thousands of individuals from hundreds of different organizations have participated in our research since 1993.

Based on this ongoing research, we have provided custom research, training, and consulting services for more than 300 different organizations ranging from the United States Army to Wal-Mart. We have produced 20 books, hundreds of articles, and have been the subject or source for thousands of news stories around the world.

About Bruce Tulgan

Founder & Chairman of RainmakerThinking, Inc.



Bruce Tulgan is internationally recognized as the leading expert on young people in the workplace and one of the leading experts on leadership and management. Bruce is a best-selling author, an adviser to business leaders all over the world, and a sought-after keynote speaker and management trainer.

Since 1995, Bruce has worked with tens of thousands of leaders and managers in hundreds of organizations ranging from Aetna to Wal-Mart; from the Army to the

YMCA. In recent years, Bruce was named by Management Today as one of the few contemporary figures to stand out as a “management guru” and he was named to the 2009 Thinkers50 rising star list. On August 13, 2009, Bruce was honored to accept Toastmasters International’s most prestigious honor, the Golden Gavel. This honor is annually presented to a single person who represents excellence in the fields of communication and leadership. Past winners have included Stephen Covey, Zig Ziglar, Deepak Chopra, Tony Robbins, Ken Blanchard, Tom Peters, Art Linkletter, Dr. Joyce Brothers, and Walter Cronkite.

Bruce’s most recent books include the updated and expanded edition of *Not Everyone Gets a Trophy: How to Manage the Millennials* (Wiley/Jossey-Bass: Revised Updated 2016; originally published 2009), and *Bridging the Soft Skills Gap: How to Teach the Missing Basics to Today’s Young Talent* (Wiley/Jossey-Bass, 2015). He is also the author of *The 27 Challenges Managers Face* (Wiley/Jossey-Bass, 2014), the best-selling *It’s Okay to Be the Boss* (HarperCollins, Revised & Updated, 2014; originally published 2007), and *Managing Generation X* (W.W. Norton, 2000). Bruce’s other books include *Winning the Talent Wars* (W.W. Norton, 2001), which received widespread acclaim from Fortune 500 CEOs and business journalists; the best-seller *Fast Feedback* (HRD Press, 1998); *Managing the Generation Mix* (HRD Press, 2006) and *It’s Okay to Manage Your Boss* (Jossey-Bass, 2010). Many of Bruce’s works have been published around the world in foreign editions.

Bruce lectures at the Yale Graduate School of Management, as well as other academic institutions, and his writing appears regularly in human resources, staffing and management journals, including a regular column in Training Magazine, ‘Sticky Notes’, and a regular column in the Huffington Post. His writing has also appeared in dozens of magazines and newspapers such as the Harvard Business Review, BusinessWeek, HR Magazine, the New York Times, the Los Angeles Times, and USA Today. As well, his work has been the subject of thousands of news stories around the world.

Before founding RainmakerThinking in 1993, Bruce practiced law at the Wall Street firm of Carter, Ledyard & Milburn. He graduated with high honors from Amherst College, received his law degree from the New York University School of Law, and is still a member of the Bar in Massachusetts and New York. Bruce continues his lifelong study of Okinawan Uechi Ryu Karate Do and holds a sixth degree black belt, making him a Renshi master of the style. He lives in New Haven, Connecticut with his wife Debby Applegate, Ph.D., who won the 2007 Pulitzer Prize for Biography for her book *The Most Famous Man in America: The Biography of Henry Ward Beecher* (Doubleday, 2006).

About the Team



Sara Russell is the Director of Client Engagement at RainmakerThinking. Though technically a First Wave Millennial, she culturally identifies as a GenXer and wants her 90's MTV back. Wielding project tackling superpowers, she's one of RMT's secret weapons. With an extensive background in PR, business administration, client services, office management, professional organizing, event planning, education, writing/music/photography/studio art, fashion, and on-fleek styling, she utilizes her sharp eye and ahead-of-trend thinking to offer RMT's valuable clients top-notch customer service.

A graduate of Southern Connecticut State University, she holds a BS in Studio Art and an MS in English—for which she won a Thesis Commendation award from the Dean of Graduate Studies. Ordained as an Interfaith Minister of Spiritual Arts by the Esoteric Theological Seminary, she gratefully serves her beloved community of New Haven, CT.



Liz "Lightning Girl" Richards is Media Relations Manager and the resident Second Wave Millennial at RainmakerThinking, where she is in charge of media communications, management of news releases, training materials, dotTraining administration, website and social media administration, and the management of the monthly survey and sweepstakes. Liz's official "nickname" at RainmakerThinking is "Lightning Girl" because of the consistent alacrity with which she performs all of her responsibilities.

Liz joined RainmakerThinking shortly after moving to New Haven from NYC, where she received a BFA in Drama from New York University in 2014. Liz first took an interest in web community management in 2013, when she was "promoted" to daily social media manager at Montasy Comics Chapter II in Manhattan. While in that position, Liz was responsible for the social media coverage of several high-profile events, including New York City Comic-Con and sanctioned professional qualifier tournaments for the popular trading card game, Magic: The Gathering.

While RainmakerThinking is a significantly less nerdy place of business than Montasy, Liz is geeky enough in her spare time playing video games, making costumes, watching current anime, and refurbishing G3 My Little Ponies.



[Kimberli \(Kim\) Math, CPA](#) joined RainmakerThinking in May, 2016 as Chief Administrative Officer. Kim is a transplant to the New England area, moving to Connecticut from Southern California in 1999. She holds a BA in Mathematics and Psychology and an MA in Education with an emphasis in Curriculum Leadership from the University of Redlands. Kim spent three years teaching math (yes, she was Mrs. Math) before making a transition to accounting, obtaining an accounting certificate from Cal State University, San Bernardino and a formal CPA designation. Her accounting career was spent with McGladrey & Pullen/RSM McGladrey.

Kim took a hiatus from work in 2001 when she and her husband started their family, and remained a domestic engineer and unpaid chauffeur until 2015 when all three of her children were off to school full-time. She began her own Virtual Assistant/Bookkeeping business in early 2015, which she managed until joining

RainmakerThinking the following year.

When outside of the office, Kim enjoys coaching and spectating for various kids' activities, cooking (her Hoisin Honey ribs won the Golden Barbeque trophy), NFL football (go Raiders!), *Friends* re-runs, reading, running and nurturing her spirit at her local Synagogue, where she serves as President.



[Tami Fairbanks](#) joined our team at RainmakerThinking in the summer of 2016, as Executive Assistant. Originally from Massachusetts, Tami moved to Connecticut in 1989 to attend Southern CTSU as a Business major. She then spent 23 years in the corrugated packaging industry before becoming a part of RainmakerThinking. When Tami isn't taking care of the rest of us here, she is being a mom to her two kids and two rescue dogs. She enjoys baking (to the benefit of everyone at RMT), camping, and sewing clothing and gifts for her friends and family.

Contact

For general inquiries – mail@rainmakerthinking.com

Bruce Tulgan, Founder

brucet@rainmakerthinking.com

(203) 772-2002, ext. 107

Sara Russell, Director of Client Engagement

sarar@rainmakerthinking.com

(203) 772-2002, ext. 108

Liz Richards, Media Relations Manager

lizr@rainmakerthinking.com

(203) 772-2002, ext. 110

Kimberli Math, Chief Administrative Officer

kimm@rainmakerthinking.com

(203) 772-2002, ext. 104

Tami Fairbanks, Executive Assistant

tamif@rainmakerthinking.com

(203) 772-2002, ext. 102

Bruce on Social Media

Twitter

@BruceTulgan

Facebook

www.facebook.com/bruce.tulganRMT

LinkedIn

www.linkedin/in/brucetulganRMT

125 LAWRENCE STREET NEW HAVEN, CT 06511

PHONE
203-772-2002

FAX
203-772-0886

WEB
www.RainmakerThinking.com