



Amy Hirsh Robinson
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Amy Hirsh Robinson, MBA, is a leading expert on the impact of generational differences in the for-profit and not-for-profit workplace. She consults to C-level leaders on enterprise-wide strategies to reduce attrition costs, increase profitability and create agile workforces able to adapt to ongoing change. Amy's clients gain a competitive advantage in attracting, retaining and managing top talent. Her strategic expertise refines her clients' business models and practices by integrating cross-generational market trends into company strategy.

Amy advises CEOs, executives, business owners and Boards of Directors, often serving as a "shadow executive" to create cultures of agility and innovation. She consults to Fortune 500 companies, privately held businesses and not-for-profit organizations from a variety of industries. Her work ensures her clients' profitability, productivity and adaptivity in today's changing market place.

Successes include costs savings of 2-3 times employees' salaries through reversal of current turnover trends; recruitment and retention of key talent to prepare for leadership transition; strong cash position during "great recession" and readiness for sale of business; competitive advantage through accelerated workforce adaptation to business model transformation.

Amy's clients say she is "thought leader in her field," "at the forefront of some of the most interesting work in workplace and demographics." "An extraordinary communicator," Amy "translates complex workplace trends into executable business solutions, winning her the trust and respect of business and HR executives alike - and providing a powerful ROI." She is a "tremendous change agent for companies facing generational crossroads in their workforce" and is "both professional and accessible, a powerful combination."

Amy's for-profit clients have included Ameriprise Financial Services, Apple, Disney ABC Television Group, Experian, IMAX, Jet Propulsion Laboratory, and Southern California Edison, among others. Her not-for profit clients have included the American Red Cross and Planned Parenthood, as well as several regional philanthropic agencies. She has also worked with the University of California Los Angeles, the University of North Carolina Chapel Hill, the University of Southern California, and other major academic institutions over the years.

Her clients have been in the business, consumer and philanthropic sectors, within a range of industries including aerospace, consumer electronics, education, energy, entertainment, financial services, health care, and technology. She has worked in both the United States and Europe.

A thought leader, strategist and change agent, Amy's work includes strategies on business and cultural transformation, diversity, workforce planning, talent management, recruitment, retention, employee engagement, leadership development, succession planning, and board development.

Prior to founding the Interchange Group, Amy received her MBA from the Anderson School at UCLA and her BA from Vassar College. She speaks and publishes widely on the impact of generational shifts in work and society at large. Amy's publications can be found on her website at www.interchange-group.com