Sarah Sladek is a best-selling author, speaker, and CEO. Since 2002, her life's work has been dedicated to helping organizations engage future generations of members and talent.

As the founder and CEO of XYZ University, Sarah has grown a future-focused company comprised of generational researchers, presenters, and strategists. XYZ U has helped hundreds of organizations grow membership and reduce turnover among younger generations.

As a leading researcher of generational insights, Sarah has authored more books and research papers on the generational topic than any other consultant. Her five books include two best-sellers for Association Management Press: The End of Membership As We Know It (2011), and Knowing Y (2014). Her fifth book, Talent Generation (2017), identifies the core strategies essential to engaging today’s talent.

In addition to being an author, Sarah is co-founder and producer of the Millennials to Members online course, the first interactive curriculum designed to help associations develop an engaging, future-focused membership strategy. She’s also founder of the RockStars@Work Conference, the nation’s first business conference focused on bridging talent and leadership gaps in the workforce.

Sarah’s expertise has been prominently featured in international media, and she has keynoted events worldwide. Backed by years of experience and supported by solid research, Sarah remains committed to helping organizations engage every generation to thrive and prosper in the new economy.