

## ATX Together: The Engage Series

*The Reality of a MultiGenerational Workforce* - Feb. 8, 2023



**Denise Villa**, PhD, is the CEO and visionary behind [The Center for Generational Kinetics \(CGK\)](#) and co-author of the book *Zconomy: How Gen Z Will Change the Future of Business—and What to Do About It*. CGK works with over 100 clients around the world each year, ranging from financial services and global retailers to pioneering technology companies. The firm's specialty is research that enables leaders at established brands to adapt to win new generations while teaching emerging companies how to quickly leverage generational change to grow faster. CGK's team has been featured on over 200 TV shows, including *60 Minutes*, *The Early Show*, *The Today Show*, and numerous other outlets including *The Wall Street Journal*, *The Washington Post*, and *The New York Times*.



Born and raised in Austin, **Joana Ortiz** has a decade of experience in the nonprofit sector. Prior to joining the [Austin Young Chamber](#), Joana consulted with Grads of Life and Bain & Company for a report on equitable recruiting and retention practices for Fortune 500 companies. Prior to that, Joana graduated from the Harvard Kennedy School with her Master's in Public Administration, where she served as a fellow on former Boston Mayor Kim Janey's Transition Committee, developing Public Health policy recommendations. In her career, Joana has worked on various policy and social issues such as pay equity, youth development, and education, and is driven by building economic opportunity for all. Joana received her B.A. in International Relations at St. Edward's University and is currently serving as Board Director and Secretary for the City of Austin's Rosewood Community Development Corporation.



**Matt Berndt** has been helping people get jobs for nearly 30 years and currently leads [Indeed's Job Search Academy](#), a job search readiness and career management education program. Prior to joining Indeed, Matt worked in the staffing industry with Randstad and in college and university career services at the University of Texas at Austin, the University of Southern California and St. Edward's University, and served on the boards of the National Association of Colleges and Employers and the Southern Association of Colleges and Employers.