



## Chloe Combi

Chloe Combi is a global authority on Generation Z and Generation A. A bestselling author, futurist, and researcher, she brings unparalleled insights into youth culture, helping organisations anticipate trends and shape strategies for an uncertain future.

### KEY TOPICS

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- Generation Z and A: What Every Leader Needs to Know
- The Future of Work Through the Eyes of the Next Generation
- Mental Health, Well-Being and Youth Culture
- Social Media, Technology and the Gen Z/A Mindset
- From Trends to Transformation: Predicting What's Next
- Building Authentic Connections with Young Audiences

### BIOGRAPHY

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#### Introduction

Chloe Combi is a bestselling author, futurist, and one of the world's foremost experts on Generation Z and Generation A. Having interviewed over 30,000 young people globally, her work delivers powerful, data-driven insights into youth culture, emerging trends, and the future of society.

#### Professional Background & Credentials

Chloe first rose to prominence with her groundbreaking book *Generation Z: Their Voices, Their Lives*, the earliest comprehensive exploration of this generation. She is now preparing the first major book on Generation A, due in 2025, which will examine everything from consumer behaviour to artificial intelligence and the future of work. Her body of work spans:

- The Apple #1 podcast *You Don't Know Me*, exploring the lives of teenagers worldwide.
- *Weird Times*, an award-winning SXSW-recognised virtual reality series on teenage mental health.
- Advising global institutions such as the UN, UNICEF, ECB, Barclays, TikTok, Porsche, Google, Apple, Meta, Nike, and Johnson & Johnson.
- Collaborating with the Financial Times on research into the future of work and generational change.

Chloe has spoken in over sixty countries, worked on a US presidential campaign, and remains in high demand for her consulting, research, and future-focused insights.

#### Speaking Style & Audience Value

Dynamic and thought-provoking, Chloe's speaking style blends rigorous research with compelling storytelling. She challenges audiences to think differently about younger generations and the forces shaping tomorrow's world. Her formats range from keynotes to fireside conversations and workshops, tailored to audiences including:

- Business leaders preparing for generational shifts.
- Brands seeking authentic connections with young consumers.
- Educators and policymakers addressing youth well-being and social change.

Audiences consistently value her ability to make complex issues relatable, uncover emerging trends before they enter the mainstream, and provide actionable guidance.

## Awards & Recognition

- Recognised globally as a leading futurist and generational expert.
- Author of the pioneering first book on Generation Z, with her forthcoming Generation A book highly anticipated.
- Frequent commentator in international media, appearing regularly on US and UK television, radio, and news platforms.

## Publications & Media

Chloe contributes widely to major publications and is known for her ability to identify social and cultural shifts ahead of the curve. Her media presence includes appearances across leading outlets, cementing her reputation as a trusted voice on youth and the future.

## Social Impact Projects

Chloe co-founded The Respect Project in response to the youth mental health crisis and cultural challenges such as the Everyone's Invited movement. She also works directly with hundreds of schools on issues including identity, gender, well-being, and social media, ensuring her insights remain deeply connected to real youth experiences.

## Global Reach

Educated at Oxford University and based in London, Chloe's work is international in scope. She travels widely to share her research and perspectives, ensuring organisations across sectors and geographies benefit from her unique foresight. [Contact us now](#) for more information on how Chloe can help your organisation understand the next generation, anticipate future trends, and engage meaningfully with tomorrow's leaders.

## WHAT PEOPLE SAY

*"Chloe's talk at Google in London was brilliantly informative, helping us to understand today's teenagers and how they view the world around them. A knowledgeable speaker, I would be very happy to host Chloe to speak again."*

— Google

*"Her work and ideas were transformative and elevated the project she was working on to something truly special."*

— Amy Seidenwurm, Meta

*"Chloe's presentations about the Generation Z not only inspired us but also gave us food for thoughts. Our employees were excited - not least because of her authentic and vivid presentation style. She enriched our Management meeting 2019."*

**— Michael Merklinger, CEO Porsche Germany**