



Denise Villa
CEO and Co-Founder
Generational Kinetics

Denise Villa, Ph.D., is the CEO and Co-Founder of The Center for Generational Kinetics. She had the original idea to create CGK after hearing executives talk about generations in a way that did not match their own company data. Dr. Villa leads CGK's global research and speaking services, which have helped over 700 clients around the world. CGK has made the Inc. 5000 fastest growing list (twice) and the Austin Fast 50.

Dr. Villa is the co-author of the bestselling book *Zconomy: How Gen Z Will Change the Future of Business*. Her Gen Z research led to a feature story in *The Washington Post*, and she's been quoted as a generational expert in *The Wall Street Journal*. She has led several organizations, served on non-profit boards, actively advises founders, and was recognized as a Profiles of Power and Women's Way finalist.

Dr. Villa began her career as a middle school science teacher before becoming a middle school and high school administrator. She worked in urban, rural, and suburban schools. An active community volunteer, Dr. Villa has served on the board of Breakthrough Austin which helps students from challenging backgrounds prepare for and succeed as first-generation college students, EGBI (an incubator for minority and women-owned businesses), and on the board and past President of EO Austin where she focused on adding more women and diverse entrepreneurs as members.

A first-generation college student, Dr. Villa completed her undergraduate work at The University of Texas at Austin and her graduate work at Texas State University. She enjoys running marathons, adventure races, and attending sporting events, especially UT football.