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Dr. Callegher is the executive director of Job Talks, a research and media group that focuses on Canadian workers. He is on a mission to change the way jobs in the skilled trades are looked upon by career-seekers, parents and educators. Dr. Callegher has appeared on CBC radio, TV and at conferences internationally, speaking about work, generational differences and marketing. He has been published in *The Globe and Mail* and is the author of Pearson Canada's next marketing research textbook, *Marketing Research for Marketers*. A Millennial sociologist, Dr. Callegher holds a Ph.D. degree from the University of Waterloo. He is also a professor in the School of Marketing at George Brown College in Toronto.