**Gen X, Gen Z Are Building Clubhouse Communities**

Generation X is emerging as the leading age demographic on Clubhouse in terms of adoption and influence, while Gen Z is tuning in to learn from older, industry leaders, writes Open Influence co-founder and CEO Eric Dahan. The platform's pilot influencer program also offers an "opportunity for businesses to inject more humanity into the brand-consumer relationship than ever before," Dahan writes.

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[*https://www.thedrum.com/opinion/2021/04/05/clubhouse-proves-gen-x-still-has-something-say*](https://www.thedrum.com/opinion/2021/04/05/clubhouse-proves-gen-x-still-has-something-say)