



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## **Ken Dychtwald, Ph.D.**

*Travels from:* **California**

*Fee Range:* **More than \$40,000**

Over the past 30+ years, Dr. Ken Dychtwald has emerged as North America's foremost visionary and original thinker regarding the lifestyle, marketing, healthcare and workforce implications of the age wave. He is a psychologist, gerontologist, documentary filmmaker, entrepreneur and best-selling author of fifteen books on aging-related issues, including *Bodymind*, *Age Wave: The Challenges and Opportunities of an Aging Society*, *The Power Years: A User's Guide to the Rest of Your Life*, and his most recent book, titled *A New Purpose: Redefining Money, Family, Work, Retirement and Success*. In 2007, he had his debut as a documentary filmmaker and host with the highly rated/acclaimed PBS special "The Boomer Century."

In 1986, Ken became the founding President and CEO of Age Wave, a firm created to guide Fortune 500 companies and government groups in product/service development for boomers and mature adults. His client list has included more than half of the Fortune 500. His explorations and innovative solutions have fertilized and catalyzed a broad spectrum of industry sectors-from vitamins and cookies to automotive design and retail merchandising to mutual funds and health insurance.

During his career, Dr. Dychtwald has addressed more than two million people worldwide in his speeches to corporate, association, social service, and government groups. His strikingly accurate predictions and innovative ideas are regularly featured in leading print and electronic media worldwide, including: *The New York Times*, *The Wall Street Journal*, *USA Today*, *The Financial Times*, *Fortune*, *Time*, *Newsweek*, *Business Week, Inc.*, *U.S. News and World Report*, *The Economist*, *Hong Kong Daily News*, *South China Morning Post*, *The Standard*, *The Straits Times*, *60 Minutes*, *Good Morning America*, *ABC World News Tonight*, *PBS*, *NPR* and *BBC*.

He is the recipient of the distinguished American Society on Aging Award for outstanding national leadership in the field of aging. *American Demographics Magazine* honored him as the single most influential marketer to baby boomers over the past quarter century. His article in *The Harvard Business Review*, "It's Time to Retire Retirement," was awarded the prestigious McKinsey Award, tying for first place with the legendary Peter Drucker. Through his highly acclaimed presentations, his breakthrough research and consulting initiatives, and his leadership within both the social science and business communities, Ken Dychtwald has dedicated his life to battling ageist stereotypes while promoting a new and vital image of maturity.

### ***Most Requested Programs...***

- How the Age Wave Will Transform the Marketplace - and Our Lives
- Re-Visioning Retirement: New Timing, New Purpose, New Planning, New Funding
- How the Modern Family Is Transforming Aging, Retirement and Community
- The Cure for Our Aging Healthcare System
- A New Vision for 21st Century Aging
- Optimizing Generational Diversity: Four Cohorts Rethink Work, Money, Family, Retirement & Success