



2011 Regional Symposium • March 7-8, 2011 • Hyatt Regency Century Plaza Hotel
Today's Consumer - Tomorrow's Consumer
Tuesday, March 8, 12:15 p.m.– 1:45 p.m. Los Angeles Room

SPEAKER BIO

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LOGIC



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 sixteen books on aging-related issues, including *Bodymind*, *Age Wave: The Challenges and Opportunities of an Aging Society*, *Age Power*, *The Power Years: A User's Guide to the Rest of Your Life*, *Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent* and a children's book, *Gideon's Dream: A Tale of New Beginnings*. His new book is entitled *With Purpose: Going From Success to Significance in Work and Life* has also been released in paperback as *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." His most recent PBS special "With Purpose" aired nationwide in 2009 to coincide with the book release. Ken Dychtwald has served as a fellow of the World Economic Forum and 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. 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*, *HK Daily News*, *South China Morning Post*, *The Standard*, *The Straits Times*, *60 Minutes*, *Good Morning America*, *ABC World News Tonight*, *Today Show*, *PBS*, *NPR* and *BBC*. 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, vital and meaningful role for life's second half.