

Ken Dychtwald, Ph.D. Founder & CEO

Biography



Over the past 40+ years, Dr. Ken Dychtwald has emerged as North America's foremost visionary and original thinker regarding the lifestyle, marketing, health care, and workforce implications of the age wave.

Ken is a psychologist, gerontologist, and best-selling author of 16 books on aging-related issues, including *Bodymind*; *Age Wave: The Challenges and Opportunities of an Aging Society*; *Age Power: How the 21st Century Will Be Ruled by the New Old*; *The Power Years: A User's Guide to the Rest of Your Life*; *Healthy Aging*; *Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent*; *Gideon's Dream: A Tale of New Beginnings* and *A New Purpose: Redefining Money, Family, Work, Retirement, and Success*. He is currently writing two new books, *What Retirees Want* and *The Sorcerer's Apprentice: Lessons from an Irregular Life*. He was the executive producer and host of the highly rated/acclaimed PBS documentary, *The Boomer Century: 1946–2046*.

Since 1986, Ken has been the Founder and CEO of Age Wave, a firm created to guide companies and government groups in product/service development for boomers and mature adults. His client list has included over half the Fortune 500. He has served as a fellow of the World Economic Forum and was a featured speaker at two White House Conferences on Aging. Ken has twice received the distinguished American Society on Aging Award for outstanding national leadership, and *American Demographics* 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. He was honored by *Investment Advisor* as one of the 35 most influential thought leaders in the financial services industry over the past 35 years. Ken and his wife, Maddy, recently received the Esalen Prize for their outstanding contributions to advancing the human potential of aging men and women worldwide. In 2018 he was awarded the Inspire Award from in the International Council on Active Aging for his exceptional and lasting contributions to the active-aging industry and for his efforts to make a difference in the lives of older adults globally.

During his career, Ken 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 and have garnered more than twelve billion media impressions.

In addition to his role at Age Wave, he is deeply involved in numerous activities for the public good including serving as the Chairman of the Alzheimer's XPRIZE which he co-envisioned with XPRIZE Founder Dr. Peter Diamandis in 2012. The Alzheimer's XPRIZE team is now preparing to globally crowdsource a new 21st century approach to ending Alzheimer's disease. Ken is also proud to serve as a member of the XPRIZE Board of Trustees.

Career Highlights

- 1974** Co-founded the “Holistic Health Council,” which evolved into both the SAGE project (which he co-directed for five years) – and the wider holistic health movement.
- 1977** Authored *Bodymind*, which is still in print in 12 languages.
- 1981** Co-authored *Millennium: Glimpses Into the 21st Century*. Collaborators included Carl Rogers, Jonas Salk, Timothy Leary and Alberto Villoldo
- 1982** Served as advisor to the Office of Technology Assessment, U.S. Congress. Conducted a forward-looking project focused on how the aging of the population would alter America in the 21st century. Work team included Robert Butler, Maggie Kuhn, Tuck Finch, Robert Binstock and Paul Kerschner.
- 1985** Produced the six-part audio learning system on *High Performance Living*.
- 1986** Authored *Wellness and Health Promotion for the Elderly* book. Collaborators included Robert Butler, James Fries, Nathan Pritikin and Robert Kane.
- 1986** Coined the phrase “age wave” and then founded Age Wave, Inc., the world’s first and foremost think tank/consultancy focused on the challenges and opportunities of a maturing society and marketplace.
- 1986** Co-authored *The Role of the Hospital in an Aging Society* book/report/guide.
- 1987** Produced and hosted the twenty-part, multi-media medical education program “Caring for an Aging Society.”
- 1988** Produced and hosted a PBS documentary special on “Toward and New Image of Aging.”
- 1989** Coined the term “eldercare” and coauthored the first two books on the subject: *Implementing Eldercare Services* and *New Directions in Eldercare Services*.
- 1989** Co-authored *Age Wave: The Challenges and Opportunities of an Aging Society*, which is still in print in numerous languages.
- 1990** Featured on the cover of *Inc. Magazine* for a groundbreaking feature story entitled “Redesigning America.”
- 1991** Coined the term “middlescence” and was retained by CBS television and Time, Inc. to present a solo landmark conference on “The Shifting American Marketplace: Middlescence and Beyond” to their 2,000 top advertisers.
- 1992** Conceived, co-wrote and co-hosted with Charles Osgood a two-hour CBS prime time special “The Age of the Future.”
- 1993** Coined the term “healthy aging” and then in partnership with Merck, envisioned, created and directed the “Alliance for Healthy Aging,” a consortium of 50 health insurers nationwide seeking to better meet the medical needs of our aging nation.
- 1995** Served as delegate and featured presenter at the White House Conference on Aging.
- 1995** Delivered a keynote presentation and participated in a panel with Robert Butler and Betty Friedan and Fernando Torres Gil on “The Future of Aging” at the annual conference of the American Society on Aging.
- 1996** Received the American Society of Aging national leadership award for outstanding national leadership in the field of aging.
- 1998** Featured presenter at the Business Council annual meeting. Presented to the Chairmen and CEO’s of America’s largest and most powerful corporations.

- 1998** - Featured presenter at the World Economic Forum in Davos on: “Active Ageing: The Challenges and Opportunities of the Coming Age Wave,” “New Developments in Biotechnology and Healthcare,” and “The Growth and Opportunities of the Mature Market.” Also addressed both the travel and food/beverage governors on “How the Age Wave Will Transform the Marketplace, the Workplace and Our Lives.”
- 2000** Conceived the “Ageless Heroes” PBS special and national award program, sponsored by Blue Cross and Blue Shield. Co-chaired the awards presentation with President George H. Bush. Served as national media spokesperson.
- 1999** Authored *Age Power: How the 21st Century Will be Ruled by the New Old* book.
- 1999** Authored *Healthy Aging: Challenges and Solutions*. Collaborators included Robert Butler, Gene Cohen, Uwe Reinhardt, Fernando Torres Gil and John Farquahar.
- 2000** Chosen by Peter Jennings and *ABC News* to serve as the global expert on demographic shifts for the new millennium on New Year’s Day during ABC’s acclaimed worldwide Y2K media coverage.
- 2001** Oversaw and disseminated the groundbreaking study, *Re-Visioning Retirement*, about the past, present and future of retirement, in conjunction with SunAmerica.
- 2001** Delivered the feature presentation at the International Monetary Conference to the central and top-level bankers from 70 countries around the world.
- 2002** Featured presenter to 15,000 human resource professionals at the Society for Human Resource Management global conference on “The Future of Work.”
- 2002** Featured as the cover story for the Society for Human Resource Management’s magazine.
- 2003** Featured on *60 Minutes* in a special report on “The Age Wave.”
- 2003** Honored by *American Demographics* magazine as the country’s most influential marketer to aging baby boomers over the past quarter century.
- 2004** Conducted a comprehensive examination, *Demography is De\$tiny*, regarding population and demographic changes, generational worker attitudes and behaviors, and company best practices in partnership with the Concours Group and 30 leading global corporations.
- 2004** Testified before the Senate Committee on Aging with Fernando Torres-Gil and John Glen on “How the Aging of the Boomers Will Impact the Labor Markets,” with Honorable John Breau presiding.
- 2004** Co-authored “It’s Time to Retire Retirement” in the *Harvard Business Review* and won the first place McKinsey Prize as the best article of the year.
- 2004** - Served as senior advisor on global ageing to the Chairman of HSBC and oversaw groundbreaking studies about *The Future of Longevity and Retirement* in 20 countries. Served as international media spokesperson. The initiative received unprecedented global attention and received the UK's Prestigious Charter Institute of Public Relations “Excellence in Corporate Communications” Award.
- 2006**
- 2005** Conducted *The New Employee/Employer Equation* study to develop a deeper understanding of the factors that impact worker engagement, in partnership with The Concours Group and 30 leading corporations. Served as national media spokesperson.
- 2005** Featured in a *Fortune Magazine* profile, “The Pitchman for the Gray Revolution.”
- 2005** Served as a delegate and featured presenter at the White House Conference on Aging.
- 2005** Featured presenter at the Financial Services Roundtable annual meeting, the premier executive forum for the leaders of the U.S. financial services industry.

- 2005** In conjunction with Bank of America Merrill Lynch, oversaw and disseminated a groundbreaking national study, the *Merrill Lynch New Retirement* survey, which revealed how baby boomers envision their retirement and the coming decades of their lives. Served as national media spokesperson.
- 2005** Co-authored *The Power Years: A User's Guide to the Rest of Your Life* book.
- 2005 - 2006** Served as editorial director and lead writer of the ongoing special section on “The Power Years” in the *New York Times Sunday Magazine*.
- 2005** Collaborated with Allianz Life Insurance Company of North America and Harris Interactive to conduct the most comprehensive study to date on intergenerational wealth transfer, the *American Legacies* study. Served as national media spokesperson.
- 2005** Co-authored *Leaving a Legacy* book.
- 2006** Served as Yahoo’s first retirement columnist.
- 2006** Co-authored *Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent* book.
- 2006** Designed and oversaw the landmark study, *TV Land’s New Generation Gap* study, to develop a new understanding of how aging boomers relate to media, entertainment and advertising. Served as national media spokesperson.
- 2006** Delivered a keynote address at News Corporation’s Global Executive Management Conference – other keynote speakers included Bill Clinton, Tony Blair, Al Gore and Bono.
- 2006** Envisioned and conducted *The New Retirement Mindscape* study, in conjunction with Ameriprise Financial, which was the world’s first study to map out and name the five stages of retirement: imagination, anticipation, liberation, reorientation and reconciliation. Served as national media spokesperson.
- 2006** Collaborated with Allianz to design, conduct and disseminate a landmark research initiative, the *Allianz Women, Money, and Power* study, to better understand women’s emerging new relationship with money and investing.
- 2007** Featured presenter at the U.S. Chamber of Commerce “Committee of 100” meeting attended by the heads of 100 leading national/international associations.
- 2007** Produced and hosted a two-hour *PBS* special “The Boomer Century: 1946-2046” which aired over 2,000 times.
- 2008** Conducted and disseminated a comprehensive four-generational study on retirement, and how each generation feels about the others, in conjunction with Charles Schwab, titled *Rethinking Retirement: Four American Generations Share Their Views on Life’s Third Act*. Served as national media spokesperson.
- 2008** Featured presenter to 5,000 financial professionals at the Million Dollar Roundtable global conference.
- 2008** Co-authored *Gideon’s Dream: A Tale of New Beginnings*, an illustrated children’s book about metamorphosis and transformation in adult life. Published in English and Chinese.
- 2009 - 2017** Served as writer/blogger for the *Huffington Post*.
- 2009** Co-authored *With Purpose: Going from Success to Significance in Work and Life* book. Released in paperback in 2010 as *A New Purpose: Redefining Money, Family, Work, Retirement and Success*.

- 2009** In partnership with SunAmerica, oversaw a timely national survey, *Retirement at the Tipping Point: The Year That Changed Everything*, to learn how recent economic disruptions have altered people's retirement-related hopes, worries, and needs. Served as national media spokesperson.
- 2010** Delivered the keynote presentation and chaired a panel of leading national experts including Robert Butler, Tom Nelson and Mae Carpenter on "The Aging of America: Triumph or Tragedy" for the joint conference of the American Society on Aging and National Council on Aging.
- 2010** Collaborated with Genworth Financial to better understand the impact of increased longevity on long-term care preparation. Oversaw both the *America Talks: Protecting Our Families' Financial Futures* study and the *Our Family, Our Future: The Heart of Long Term Care Planning* survey. Served as national media spokesperson.
- 2010** Delivered an executive briefing on "How the Age Wave Will Transform Health and Healthcare" for the American Medical Association Board of Trustees.
- 2010** Co-authored *New York Times* op-ed "The Age of Alzheimer's" with Supreme Court Justice Sandra Day O'Connor and Nobel Laureate Stanley Prusiner. The article was republished and reposted over 50,000 times within one week.
- 2010** Oversaw a national study, *Health and Wealth Planning for Retirement*, in conjunction with LPL Financial and UnitedHealthcare.
- 2011** Became a trustee for the American Society on Aging.
- 2011** Presented at the annual G100 meeting for Jack Welch and a private group of corporate CEOs on "The Age Wave: Challenge or Opportunity?"
- 2011** Was selected by J. Walter Thompson as the leading national expert on "positive aging" and was featured in their *Top 10 Trends for 2012* report.
- 2011** Appeared on the cover of *Investment Advisor* and was the subject of the feature article focused on the past, present and future of retirement.
- 2011** Was profiled in the *Forbes* article "The Prophet of the Coming Aging Boom."
- 2011** Oversaw a vast study examining how the last decade has altered retirement, entitled *Re-Visioning Retirement*, in partnership with SunAmerica Financial Group. Served as national media spokesperson.
- 2011** Wrote the extensive report on the five changes needed to cure our aging healthcare system featured in *CARING* magazine entitled "Riding the Age Wave: How Health Care Can Stay Afloat."
- 2011** Oversaw the landmark study, *The Five Myths and Realities of Continuing Care Retirement Communities*, in conjunction with Vi, a leader in senior living. Served as national media spokesperson.
- 2011** Delivered the keynote presentation and chaired a panel of leading national experts including Meryl Comer, Harry Johns and Stanley Prusiner, MD on "We Must Stop Alzheimer's by 2020: The Need for a New Era of Geri-Activism" for the joint conference of the American Society on Aging and National Council on Aging.
- 2012** Served as interviewer and expert in a documentary entitled "The Arc of Life" with renowned religious scholar Dr. Huston Smith focused on aging, death and beyond.
- 2012** Gave a briefing on Capitol Hill focused on "The Age Wave: Triumph or Tragedy? Four Critical Course Corrections Needed for a Century of Successful Aging."

- 2012** Delivered the keynote presentation and chaired a panel of leading national experts including Arianna Huffington, Gail Sheehey, Fernando Torres-Gil and Rhonda Randall on “How the Boomers Will Transform Aging and How Aging Will Transform the Boomers” for the joint conference of the American Society on Aging and National Council on Aging.
- 2012** Participated in the Milken Global Congress and presented on “The Longevity Economy: An Aging Population Creates Market Opportunity.”
- 2013** Became Senior Advisor to the G100, a private group of chief executives of the world’s largest and most significant companies, with a special focus on how demographic shifts will impact both the workplace and the marketplace.
- 2013** Second-time winner of the American Society on Aging Award for outstanding national leadership in the field of aging. He first received this award in 1996.
- 2013** Oversaw the pivotal retirement study, *Americans’ Perspectives on New Retirement Realities and the Longevity Bonus*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson.
- 2013** Oversaw the seminal national study, *Family & Retirement: The Elephant in the Room*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson.
- 2013** Delivered the keynote presentation, “Travel Re-imagined,” to 4,000 luxury travel professionals at Virtuoso Travel Week.
- 2013** Delivered the keynote presentation and chaired a panel of leading national experts including Joe Coughlin, Jo Ann Jenkins, Fernando Torres-Gil and Rhonda Randall on “The Future of Aging” for the annual conference of the American Society on Aging.
- 2014** Oversaw the landmark study, *Work in Retirement: Myths and Motivations*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson.
- 2015** Named by *Investment Advisor* magazine as one of the top 35 influential people in the field of financial services in the last 35 years.
- 2015** Oversaw the landmark study, *Health and Retirement: Planning for the Great Unknown*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson.
- 2015** Keynoted the American Society on Aging annual conference. The topic was “Maturity Reimagined.”
- 2015** Oversaw the landmark study, *Home in Retirement: More Freedom, New Choices*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson.
- 2015** Was profiled in the *Retirement Advisor* cover story “Aging in America.”
- 2015** Oversaw the landmark study, *Giving in Retirement: America’s Longevity Bonus*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson.
- 2015** Chosen as an inaugural member of the Milken Institute Center for the Future of Aging Advisory Board.
- 2016** Oversaw the landmark study, *Leisure in Retirement: Beyond the Bucket List*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson.
- 2016** With his wife Maddy Dychtwald, received the Esalen Prize for their contributions to advancing the human potential of aging men and women worldwide.
- 2016** Named by PBS/Next Avenue as one of the top Influencers in Aging for his exceptional contributions in redefining the aging of America.

- 2017** Oversaw the landmark study, *Finances in Retirement: New Challenges, New Solutions*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson. (note: this suite of eight studies has garnered over ten billion media impressions.)
- 2017** Led the Alzheimer's XPRIZE team to achieve top scores at the 2017 XPRIZE Visioneers Summit, earning the opportunity to globally crowdsource a new 21st century approach to ending Alzheimer's disease.
- 2017** Oversaw the national study, *The Journey of Caregiving: Honor, Responsibility and Financial Complexity*, in conjunction with Bank of America Merrill Lynch. Served as national spokesperson.
- 2018** Oversaw the landmark study, *Women and Financial Wellness: Beyond the Bottom Line*, in partnership with Bank of America Merrill Lynch.
- 2018** Oversaw the national study, *The Financial Journey of Modern Parenting: Joy, Complexity and Sacrifice*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson.
- 2018** Envisioned and produced *Lifestage Navigation*, a nine-hour, accredited training program to help financial professionals better meet clients' needs at every stage of life. This program is already the recipient of numerous awards for its innovative style and unrivaled content.
- 2018** Received the prestigious *Inspire Award* from in the International Council on Active Aging for his exceptional and lasting contributions to the active-aging industry and for his efforts to make a difference in the lives of older adults globally.
- 2018** Oversaw the national study, *Widowhood and Money: Resiliency, Responsibility, and Empowerment*, in conjunction with Bank of America Merrill Lynch. Served as national spokesperson.
- 2018** Presented at the annual G100 meeting for a private group of corporate CEOs on "Aging & Longevity: The Most Consequential Issues Facing Business."
- 2019** Appointed the Chair of the Alzheimer's XPRIZE, serving as one of the lead spokespersons for the prize, providing strategic guidance and subject matter expertise.
- 2019** Oversaw the national study, *Early Adulthood: The Pursuit of Financial Independence*, in partnership with Bank of America Merrill Lynch. Served as national media spokesperson.
- 2019** Appointed to the XPRIZE Board of Trustees, helping to guide the global mission and vision of the XPRIZE organization.
- 2019** Appointed to the UsAgainstAlzheimer's distinguished Leadership Council.