



Author, speaker and Age Wave co-founder, **Maddy Dychtwald** is a leading expert on the changing demographic trends—both generation- and gender-related—shaping the marketplace, the workplace and our lives.

Maddy has spent more than 25 years investigating and forecasting lifestyle and market trends of older adults and the 79 million baby boomers. Building on this knowledge, she has recently emerged as a renowned authority on the rising economic influence of women and their impact on industries, ranging from financial services and healthcare to consumer marketing.

A high impact speaker, she has addressed more than 300,000 business and social service leaders worldwide for organizations such as Blue Cross of California, Chevron, Direct Marketing Association, Fidelity Investments, Lincoln Financial, LPL Financial, Global Women Leadership Network, Mastercard, National Association of Educators, Network of Executive Women and the World Future Society. Maddy has been regularly featured in prominent media worldwide, including: *Bloomberg Businessweek*, *Forbes*, *Newsweek*, *TIME*, *U.S. News & World Report*, *Fox Business News*, *CNBC* and *NPR*. She is a contributor to The Wall Street Journal's Retirement Expert Panel, The Huffington Post, *thirdage.com*, and *caring.com*. She is also a founder of the non-profit organization, Women Against Alzheimer's.

Her newest book, *INFLUENCE: How Women's Soaring Economic Power Will Transform Our World for the Better* (2010) explores how women are the major change agent of the decade to come. Maddy also wrote *Cycles: How We Will Live, Work, and Buy* (2004), the winner of the 2004 Book of the Year Award from the National Community Colleges Association, and co-authored an illustrated childr...

Testimonials

“Maddy was fantastic. Her personal, interactive, and multi-media presentation style was an excellent role model for all speakers in this education age. Her presentation injected new, powerful and provocative marketing paradigms into our business and inspired us greatly in our innovation drive.”

- Coca-Cola USA.

“Attendees raved about the great job Maddy did. The material was not just a bunch of theories, but something that could be used immediately. Maddy's preparation and presentation style were excellent.”

- Choice Hotels .

Maddy Dychtwald

Speech Topics

- Women's Issues
- Stress Management
- Peak Performance
- Health & Wellness
- Generations

