



Dr. Bruce Clark has emerged as one of America's foremost visionaries and authorities on the healthcare, business and marketing implications of the "new consumer". In 1986, he co-founded Age Wave LLC., the leading marketing communication firm specializing in baby boomers and mature consumers. He also co-founded IPG, a "think-tank" created to guide organizations in training, customer service and alternative futures. Many of his groundbreaking business initiatives in healthcare, financial services, advertising and retailing, among other industries, have significantly defined this emerging market niche. He works extensively with the boards and management teams of leading organizations internationally implementing his proprietary LifeChange/LifeChoice consumer segmentation model.

A nationally acclaimed speaker, **Dr. Bruce Clark's** presentations are uniquely enriched by his research-based consumer knowledge about the health and healthcare demands of the new consumer. He has published extensively and is called on frequently by the national media for his candid observations and strikingly accurate predictions. Among Dr. Clark's most prominent accomplishments has been the production of the 20-part PBS series Caring for an Aging Society which won Business TV Magazine's award for the "Most Important Social Contribution Made Through Business Television". He launched the Mature Market Study, an ongoing research panel of 3,500 mature consumers in 20 major U.S. markets and recently managed a national study focused exclusively on quantifying the consumer dreams and aspirations of "new mature healthcare consumers".

Previous to cofounding Age Wave/IPG, Dr. Clark held senior management positions with National High Blood Pressure Edu...

Testimonials

"Your keynote presentation at our 100 Year Centennial was insightful and inspiring, with a superb balance of substance and humor. I have heard nothing but the most positive remarks from our 350 attendees. Thank you for making this important event in Baylor's history a success."

- **Baylor Health Care System.**

"In our busy schedules we often fail to recognize a great performance. Dr. Clark, your presentation was the 'rave' of the conference; thank you for working so hard to create an extraordinary experience for our clients."

- **First Health.**

Bruce Clark

Speech Topics

- Healthcare
- Health & Wellness
- Futurist

