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.


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 crowdssource 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.


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 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.


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 - 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 Healthy Aging: Challenges and Solutions. Collaborators included Robert Butler, Gene Cohen, Uwe Reinhardt, Fernando Torres Gil and John Farquhar.

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 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 Breaux presiding.


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.

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 - 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.
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.


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 - Served as Yahoo’s first retirement columnist.


2005 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.

2005 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.

2005 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.

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.

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.


2009 - Served as writer/blogger for the *Huffington Post*.

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.


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.


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 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.


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 Keynoted the American Society on Aging annual conference. The topic was “Maturity Reimagined.”


2015 Was profiled in the *Retirement Advisor* cover story "Aging in America.”


2015 Chosen as an inaugural member of the Milken Institute Center for the Future of Aging Advisory Board.


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.


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 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 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.