



Maddy Dychtwald

Maddy Dychtwald is a nationally recognized author, public speaker, marketing executive and entrepreneur. One of the nation's leading authorities on the lifestyle, marketing, and retirement implications of the "age wave," she has spent more than twenty years deeply involved in exploring all aspects of this subject.

In 1986, together with her husband, Ken, she co-founded Age Wave, a firm created to guide Fortune 500 companies and government groups in product/service development for boomers and mature adults. During her first decade at Age Wave, she helped grow the company from the ground up to a multi-million dollar enterprise with a reputation as the best in its field.

Ms. Dychtwald is the author of two books; a children's book on aging and lifetime reinvention entitled *Gideon's Dream: A Tale of New Beginnings* and *Cycles: How We Will Live, Work, and Buy*, which was the winner of the 2004 Book of the Year Award from the National Community Colleges Association. Presently, she is working on her new book, *Power Shift: How Women's Soaring Economic Power Will Change the World*, to be published in January 2010. She has been featured in numerous articles in leading newspapers and magazines nationwide, including *Advertising Age*, *The Chicago Tribune*, *The Los Angeles Times*, *The Miami Herald*, and *US News and World Report*, and has appeared on countless radio and television programs.

During her career, Ms. Dychtwald has addressed more than 275,000 business leaders worldwide including a diverse group of clients such as Allegiance Healthcare, A.C. Nielsen, Allstate Insurance, Blue Cross of California, Chevron, Direct Marketing Association, International Council of Shopping Centers, Fidelity Investments, International Foundation of Employer Benefit Plans, Lincoln Financial, National Association of Educators, and World Future Society. Her entertaining multi-media presentations combine provocative information with exciting imagery.

A graduate of New York University, Maddy, her husband, Ken, and their two children make their home in the San Francisco Bay Area.