DARRELL BRICKER

Darrell Bricker is one of the world's leading authorities on demographic change, consumer behavior, public opinion, and long-term societal trends.

He is the coauthor of the international bestseller Empty Planet, which challenged conventional assumptions about population growth and helped reshape the global conversation about demographic decline and its consequences for economic growth, labor markets, consumer demand, and prosperity.

Previously, Bricker served as Global CEO of Ipsos Public Affairs, leading public opinion and social research activities across international markets. During a career spanning more than three decades, he advised political leaders, chief executives, policymakers, and organizations on the forces shaping economies and societies around the world.

His insights have appeared in CNN, BBC, NPR, *The Wall Street Journal*, *Financial Times*, and many other leading international media outlets.

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