



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Dan Veto

Travels from: California

Fee Range: \$10,001 - \$15,000

Dan Veto is an experienced and savvy public speaker and Senior Vice president of Age Wave. Under the leadership of Ken Dychtwald, Ph.D., Age Wave has over three decades of experience analyzing and forecasting the lifestyle and consumer marketing trends driven by changing demographics.

Age Wave's seminal research work for many of the world's leading financial services firms has focused on Boomers and the changing nature of retirement.

Mr. Veto brings a wealth of knowledge and insight to every presentation having initiated and implemented many proven and award-winning financial services programs designed to strengthen corporate brand positioning and build market share. Mr. Veto works directly with clients to identify and develop marketing, product and business strategies to fully address today's rapidly changing requirements to successfully compete in the new retirement marketplace.

Prior to joining Age Wave, Dan served on the Board of Directors and was Chief Marketing Officer and Senior Vice President of Strategic Planning at Bankers Life and Casualty Company, an insurance-based financial services firm exclusively focused on retirees. Mr. Veto began his career at McKinsey & Company, where for ten years he advised Fortune 500 clients in the U.S., Mexico and throughout Europe on a broad range of business challenges in the financial services and healthcare industries.

A highly sought after and passionate public speaker, Dan is frequently in the media and has recently been a featured expert on live radio, Today's Health TV and dozens of consumer and business periodicals. Dan graduated from the University of Illinois and has an MBA from INSEAD, in Fontainebleau, France.

Most Requested Programs...

- How the Age Wave Will Transform the Marketplace, the Workplace and Our Lives
- Longevity Revolution Impact
- Re-Visioning Retirement