



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Maddy Dychtwald

Travels from: California

Fee Range: \$20,001 - \$40,000

Maddy Dychtwald is a nationally recognized author, public speaker, marketing executive and entrepreneur. She has spent nearly twenty-five years deeply involved in exploring and forecasting demographic, lifestyle and consumer marketing trends.

In 1986, she co-founded Age Wave, with her husband, Ken. She has helped grow the company from the ground up to a multi-million dollar enterprise with a time-honored reputation as the best in its field. As the nation's foremost thought-leader on population aging and its profound business, lifestyle and cultural implications, the company provides breakthrough research (including the landmark study

Women, Money and Power), compelling presentations, award-winning communications, and results-driven marketing and consulting initiatives to over half the Fortune 500.

Maddy is the author of three books: her newest (and highly anticipated) book is entitled *Influence: How Women's Soaring Economic Power Will Transform Our World for the Better* (May 2010). She has also written *Cycles: How We Will Live, Work, and Buy* (2004), which was the winner of the 2004 Book of the Year Award from the National Community Colleges Association as well as co-authored an illustrated children's book entitled *Gideon's Dream: A Tale of New Beginnings* (March 2008).

As a sought-after public speaker, Maddy 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. She has been featured in 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*. She has also made numerous television appearances.

Most Requested Programs...

- Influence: How Women's Soaring Economic Power Will Change Our World for the Better
- Retirement at the Tipping Point: New Funding, New Timing, New Purpose
- Four Generations Rethink Work, Retirement and Success
- Retirement Wake-Up Call: The Future of Financial Services
- How the Age Wave Will Transform the Marketplace - and Our Lives
- The Longevity Revolution: The Future of Health and Healthcare
- The New Experiential Marketplace