

Bradley Schurman

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The Super Age: Decoding Our Demographic Destiny. The world is aging — and faster than most leaders realize. Bradley reveals how the Super Age (when 20%+ of a nation’s population is over 65) is already reshaping workforces, consumer markets, capital flows, and competitive strategy. This is not a story of decline: it’s a roadmap for organizations ready to lead in a longevity economy. **KEY TAKEAWAYS** How demographic shifts are rewriting the rules of talent, marketing, and product design Why the longevity economy is the largest untapped market opportunity of our era Practical strategies for building age-inclusive organizations that outperform

The Geography of Prosperity: A New Map of Competitive Advantage. Most executives’ geographic intuitions are badly miscalibrated. Drawing on the Geography of Prosperity Index — which evaluates 250 U.S. metros across five interconnected systems — Bradley reveals why familiar “winner” cities like Miami rank 109th, why Frederick, Maryland cracks the top ten, and why the retirement havens of Florida cluster near the bottom. Geography is no longer a backdrop for strategy. It is strategy. **KEY TAKEAWAYS** How demographic scarcity, climate volatility, and AI disruption interact to reshape place-based risk Why location strategy must be treated as a portfolio decision, not a single headquarters choice A new framework for evaluating where to invest capital, build talent pipelines, and locate operations

When Demographics, Climate & AI Collide: The New Rules of Resilience. Three seismic forces — demographic decline, climate volatility, and AI-driven concentration — are no longer separate risks. They compound. This keynote equips leaders with a systems-level lens to anticipate where disruption accelerates, where opportunity is durable, and how to build organizations that don’t just survive change — but are built for it. **KEY TAKEAWAYS** Why siloed risk management is the biggest strategic blind spot facing boards today How to read compounding disruption before it becomes a crisis Frameworks for building resilience into workforce, location, and capital allocation decisions