Maddy Dychtwald

Co-Founder and President of Age Wave

Ageless Aging: Boosting Healthspan, Brainspan, and Well-being at Every Age In a world where we're living and working longer than ever before, personal well-being isn't a luxury—it's a strategic advantage. In this inspiring, science-backed keynote, Maddy Dychtwald—national bestselling author of *Ageless Aging* (Mayo Clinic Press) and co-founder of Age Wave—reveals how increasing healthspan (how long we live healthy) and brainspan (how long we stay mentally sharp) can unlock greater well-being, resilience, focus, and fulfillment and even performance at every life stage. Drawing on proprietary research and nearly 100 interviews with cutting-edge experts in longevity, neuroscience, and lifestyle medicine, Maddy shares a practical blueprint for living with more energy, clarity, and purpose—at work and beyond. **Key Takeaways:** The new science of longevity: how boosting healthspan and brainspan is reshaping how we age, live, and work Evidence-based wellness strategies and action tools to improve mental clarity, emotional resilience, and physical vitality The emerging role of purpose and connection as powerful drivers of well-being and extended health How individuals and organizations can proactively support lifelong wellness—not just for performance, but for life satisfaction

The Future of Retirement: New Timing, New Purpose, New Funding – and New Planning Help Needed With the convergence of rising longevity, the aging of the massive Boomer generation, and widespread financial insecurity stemming from the COVID pandemic, there is a greater need than ever for trusted, holistic financial guidance. Americans want financial professionals who seek to understand what matters most to them and their families and can help them achieve their goals. This new presentation draws on cutting-edge new research that spans five generations. Maddy will outline the most important questions in retirement planning today and explain how financial professionals can demonstrate greater empathy to safeguard a well-lived retirement by providing targeted solutions for these uncertain times. **Topics to be covered include:** Why has financial peace of mind become far more important than wealth? What are the greatest worries in achieving a financially secure retirement? How could "generational generosity" jeopardize retirement? In what ways is women's rising financial power transforming the field of retirement planning? How will the demands of eldercare, sibling care, grandparenthood, singlehood, and "rehirement" impact retirement planning? Leaving a legacy: managing the greatest generational hand-off in history

Women & Money: Funding Our Longer Lives services today. Women live longer than men, with a greater need for long-term financial fortitude. We're also seeing new generations of women—bolstered by unprecedented levels of education, workforce participation, rising political power, and escalating income and wealth—assume increasingly influential roles in their own and their family's financial management. The financial services industry, historically catering primarily to

men, must find new ways to win the hearts, minds, and wallets of this critical and growing client base. Drawing on insights from decades of Age Wave research, including the highly acclaimed nationwide study *Women & Financial Wellness* and her landmark book, *Influence: How Women's Soaring Economic Power Will Change Our World for the Better*, Age Wave co-founder Maddy Dychtwald combines dramatic data and powerful storytelling to address these topics: The financial implications of women's life journey in contrast to men's Why—and how—women's longevity bonus is motivating more women to plan financially than ever before How family interdependencies can impact women and their money The caregiving matrix and its effect on women's financial and emotional well-being The lifetime pay gap and what steps women must take to overcome it Unpacking the gender retirement savings gap and its relationship to financial confidence Men's role in the new financial equation What women want: The five critical characteristics women seek in their financial professional The five steps financial professionals can take to better serve women clients more effectively Deeply researched, customized for each unique audience, and packed with actionable takeaways, Maddy's illuminating approach to these urgent issues brings new focus to a topic that grows more relevant each day. It will leave the audience—whether they're women wanting to take charge of their own financial security or the financial professionals who want to better serve them—with food for thought and concrete solutions.

The Rise of History's Biggest Untapped Market–It's Hiding In Plain Sight! Men and women over 50 now make up 33% of the total U.S. population and 44% of the adult population but control more than 70% of total wealth. Due to the combination of rising longevity, declining fertility, and the aging of the Baby Boom generation, this group is now bigger than the entire market of most countries. As active and curious consumers, they are responsible for 53% of all food and grocery purchasing; 55% of all travel and leisure consumption; 56% of new car and truck purchasing; 68% of OTC drugs and 77% of all Rx drug consumption; and 78% of all retirement accounts. However, people 50+ only appear in 15% of advertisements and are disproportionately portrayed as old, sick, and homogenous. Maddy will explain how to best target this massive, misunderstood, misrepresented, and wildly untapped new market. She'll illustrate why 20th century notions of "lifetime brand loyalty," "retirement," and "seniors" have become obsolete and how with impending breakthroughs in precision medicine, living to 100+ will soon become commonplace. And she'll provide a mind-stretching preview of the products, services, marketing, and advertising that will succeed at meeting the needs and aspirations of this new "Third Age" while eliminating the ageism that has impeded shareholder value for too long.

50+ Women: The Rising Power of the Consumer Force to Be Reckoned With The growing strength and empowerment of 50+ women have been hiding in plain sight for far too long. That is about to change. Bolstered by unprecedented levels of education and workforce participation, escalating income and wealth, tech-savvy and consumer know-how, and most importantly, rising longevity and vitality, 50+ women are fast becoming *the* consumer force to be reckoned with. Yet they often feel ignored, misunderstood, and even disrespected by brands and marketers. Drawing on decades of proprietary Age Wave research, including the highly acclaimed study led by Age Wave

co-founder Maddy Dychtwald, *Women and Financial Wellness: Beyond the Bottom Line,* and insights from her landmark book, *Influence*: *How Women's Soaring Economic Power Will Change Our World for the Better*, and her upcoming book: *Ageless Aging: Women's Longevity Bonus and the Art and Science of Living Longer, Better*, Maddy explains why 50+ women are a consumer force to be reckoned with for businesses of all kinds from financial services and healthcare to fashion and technology. As a successful entrepreneur, author, researcher, *Wall Street Journal* blogger, wife, and mother—and a 50+ woman herself—Maddy combines dramatic data-driven insights with inspirational storytelling, illuminating this market segment's core attitudes, motivations, and behavioral patterns, and offering the keys to unlocking its consumer spending potential. **Topics explored in this new presentation include:** The size, shape, and financial clout of this quickly growing market segment and how 50+ women are disrupting aging and leading the longevity revolution The consumer purchasing power and passions of 50+ women, including their approach to spending, gifting, saving, and investing The ageist and/or sexist messaging that turns them off—and how to avoid these communications pitfalls The emotions, desires, and challenges that motivate their purchasing decisions, including their conscious consumerism How technology and social media can be both a barrier and a benefit How today's different generations of women influence each other and their purchasing decisions The five-step action plan you need to capture the hearts and minds of this growing market segment Deeply researched, customized for each unique audience, and packed with actionable takeaways, Maddy's illuminating insights can help you understand and harness the power of 50+ women. It will leave audiences with food for thought and concrete ideas for implementing and adapting to needed change.