



BIOGRAPHY

BRUCE CLARK

Dr. Bruce Clark has emerged as one of America's foremost visionaries and authorities on the business and marketing implications of an aging population. In 1986, he co-founded Age Wave LLC., the leading marketing communication firm specializing in baby boomers and mature consumers. He also co-founded IPG, a firm created to guide organizations in advertising, customer service and alternative futures.

Many of his groundbreaking business initiatives in financial services, healthcare and consumer products, among other industries, have significantly defined this emerging market niche. He works extensively with the boards and management teams of leading companies world-wide implementing IPG's proprietary *LifeChange/LifeChoice* consumer segmentation model to maximize sales and marketing results.

A nationally acclaimed speaker, Dr. Clark's presentations are uniquely enriched by his research-based consumer knowledge and his award winning concept of "Experiential Learning". By combining the best in modern presentation technology and 20 years of cutting edge research, he creates an "experience" in learning that is insightful, entertaining, and sets a new standard for keynote presentations and corporate education. He has published extensively and is called on frequently by the national media for his candid observations and strikingly accurate predictions.

Among Dr. Clark's most prominent accomplishments has been the production of the 20-part PBS series *Caring for an Aging Society* which won **Business TV Magazine's** award for the "Most Important Social Contribution Made Through Business Television". He helped launch the Mature Market Study, an ongoing research panel of 3,500 boomers and seniors in 20 major U.S. markets and managed a national study focused exclusively on quantifying the consumer dreams and aspirations of "the new mature consumer".

Previous to founding Age Wave/IPG, Dr. Clark held senior management positions with National Institutes of Health, the California Department of Health Services, the National Center for Health Education, the Healthcare Forum and the **Healthcare Forum Journal**. He has a Doctorate in Public Health and a Masters in Health Administration from Loma Linda University in southern California.