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## What Women 50+ Know

### Biography of Carol Orsborn, Ph.D.

Author of *The Year I Saved My (downsized) Soul: A Boomer Woman's Search for Meaning...and a Job*

Dr. Carol Orsborn is an author, marketing veteran and thought leader on issues related to Boomer women, adult development and quality of life. Carol serves as [VibrantNation.com](http://VibrantNation.com)'s Senior Strategist and blogs regularly for the peer-to-peer information-sharing website for smart, passionate women 50+. Carol has previously served as senior partner with a marketing-to-Boomer-woman firm affiliated with a top ten advertising agency, as senior vice president with a global public relations company and as co-founder of an international initiative dedicated to internal and external communications targeting the Boomer generation.

In the late 1980's, Carol founded the self-help organization *Superwomen's Anonymous*, a pioneer of the simplicity, life balance and business consciousness movements. Carol is the author of 15 books on generation-based issues in work and life, including: *Boom: Marketing to the Ultimate Power Consumer—The Baby Boomer Woman* (Mary Brown/Carol Orsborn), *The Art of Resilience* (Three Rivers Press) and *Enough is Enough: Exploding the Myth of Having it All* (Putnam). Speaking to and for her generation, she has appeared on *Oprah* and *The Today Show*, and in the pages of *People Magazine*, *Wall Street Journal* and *The New York Times*.

Carol received her Ph.D. from Vanderbilt University and has served on the faculties of Georgetown University, Vanderbilt University's Leadership Development Center of the Owen Graduate School of Management, and the Doctoral Program in Organizational Leadership at Pepperdine University's Graduate School of Educational and Psychology.