

## Speakers

VibrantNation.com is the thought leader on issues related to all aspects of the women of the Boomer generation. Both CEO Stephen Reilly and Senior Strategist Carol Orsborn, Ph.D. are well-known marketing industry experts, strategists, authors and bloggers on this unique and important demographic niche and speak frequently on the topic throughout the United States and Canada.

Please [download our Pre-Program Questionnaire](#) to help us develop the most appropriate custom presentation for your audience. Or contact us at [speakers@vibrantnation.com](mailto:speakers@vibrantnation.com).



**Carol Orsborn, Ph.D.**  
**VibrantNation.com Senior Strategist**

Carol Orsborn, Ph.D., is an internationally known author and thought leader on issues related to marketing to Boomer women, adult development and quality of life. She has provided counsel to more than 100 leading companies in a broad array of industries, including AT&T, Phonak, AARP, Hallmark, Pfizer Pharmaceuticals, Prudential, The Walt Disney Company and Visa. In addition to her presentations on marketing, Dr. Orsborn, author of 15 books about

life-stage transitions, shows women approaching midlife and beyond how to make the most of life by tapping into new sources of courage, flexibility and strength.

Dr. Orsborn's most popular presentations include:

- **Saving Your (downsized) Soul: Thriving in Times of Challenge and Change**

Rates of joblessness for Boomer men and women 55+ are at the highest levels since the Great Depression. It is hard enough to lose one's job at any age -- but to be downsized when one is already unprepared financially for retirement -- is truly putting this generation to the test. These are challenging times for us all, but some are doing better than others. This interactive presentation draws upon both the cutting edge of the social sciences and Dr. Orsborn's own original research to address the question: Why do some people thrive as they age even in the face of adversity while others find themselves thrown by hurdles, pressures and challenges?

- **Well-Connected and Wired: Vibrant Women Online**

Women approaching midlife and beyond are the fastest-growing segment on Facebook, and 8 out of 10 are online every day. This interactive presentation challenges traditional assumptions about midlife women, social networking and technology, sharing the latest research, insights and advice on how to target online.

- **The Art of Resilience: Mastering Times of Transition**

There are times in life, work and society where challenge and change are the norm, rather than the exception. This experiential keynote, workshop or retreat is based on both cutting-edge research drawn from the social sciences and on the collective wisdom of a generation's lifetime of experience. Participants will tap into new sources of courage, flexibility and strength for direct application in their lives, work and organizations.

- **Targeting Boomer Women in the Four Generation Marketplace**

Boomer women outspend all other segments in the consumer marketplace. The key for marketers is to reach, influence and motivate this lucrative but challenging consumer on the deepest levels. Drawing upon the latest research, you will learn how to ensure that your marketing strategies motivate women at midlife and beyond in the dynamic context of the four generation marketplace.

[Read Carol's complete bio here.](#)

[Visit Carol's books page to learn more about her 15+ books.](#)

[Watch Carol in action and find out what people are saying about Carol's presentations here.](#)