

# KAREN SANDS >

## Media Profile

### What Karen can do for your media audiences:

**Karen Sands** has spent decades transforming conversations about **Positive Aging, the business of aging, women on the leading edge, multi generations and the future**, culminating in paving a more **vibrant, age-friendly way forward in the 21st century**. In ushering in *The Ageless Way*, she capitalizes on tomorrow's **trends today to illuminate a *new* story**; a narrative fostering a life of **unlimited meaning, satisfaction, and impact**—as well as **money-making futures that matter**.

Sands shakes up limiting perceptions and outmoded thinking, transforming them into new possibilities to **turn aging and ageism on its head across generations**. Her work aims to catapult her audiences—**especially women**—to the forefront of the **business of aging** as **innovative social entrepreneurs, change-makers, visionary leaders, and discerning high-value consumers**. By bringing together the best practices of sustainable business with avant-garde approaches to timeless living and unlimited Ageless Aging, she prepares us to generate innovative, **intergenerational gero-businesses** and services—or, in other words, **“rock our age.”**

A **“Visionary with Wrinkles,”** CCE-BCC and ICF-MCC certified **Master and Mentor Coach**, TED support Master Coach, **leading GeroFuturist<sup>SM</sup> on the Longevity Economy, the Business of Aging & Ageless Aging**, and author of ***Visionaries Have Wrinkles, Gray is the New Green, The Greatness Challenge, The Ageless Way*** and creator of *The Ageless Way* program and services

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(based on an evolutionary model of aging for all generations), **Sands is also an online entrepreneur, speaker, publisher, and multi-book (11) author-blogger. Sands propels baby boomers and women 40-plus to usher in The Ageless Way by radically reinventing themselves as they grow older, while staying engaged at every age.**