

Karen Sands, MCC, BCC  
[Karen@KarenSands.com](mailto:Karen@KarenSands.com)

# KAREN SANDS >

## Meeting & Event Planners Overview & Facts

Karen Sands, MCC, BCC  
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[www.KarenSands.com](http://www.KarenSands.com)

### OVERVIEW

#### Mini Profile

##### **Karen Sands, MCC, BCC**

Leading GeroFuturist™ best-selling author, firecracker speaker, game changer, and thought leader on the Longevity Economy, 40+ market, Positive Aging, the business of aging, and *ageless* aging -- with a career -ong focus on women and the future. A world-class trusted advisor, Master Certified Coach and expert authority, Karen boldly advocates for *the new story of our age*. Karen guides go-getter entrepreneurs, trailblazers, and visionary leaders to their niche in the global business of aging while evolving their role in response to this new narrative. Karen is an in-demand speaker known for dynamic presentations and a remarkable gift for captivating any audience!

#### Long Form Profile:

##### **Karen Sands, MCC, BCC**

Karen Sands is the leading GeroFuturist™ and thought leader on the Longevity Economy, Positive Aging, women and the future. Karen has spent decades transforming the conversation around aging into the New Story of Our AGE—culminating in paving a more vibrant, age-friendly way forward in the 21st century.

Karen is the creator of The Ageless Way book, programs and services, which support a new, evolutionary model of Ageless Aging Karen is a multiple Amazon #1 bestseller author of 11 books and journals. *Visionaries Have Wrinkles* is one of her most popular, while *Gray is the New Green* is turning the business of aging

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on its head, and her groundbreaking resource, *The Ageless Way*, is getting rave reviews as #1 on Amazon in Gerontology, Gender Studies and Entrepreneurship, and more recently, her Manifesto for Visionaries, *The Greatness Challenge* also ranked #1 in Political Science & Political Freedom.

Ms. Sands is a visionary leader and game changer, a high impact CCE-board certified (BCC) and ICF-certified Master Coach (MCC), invited vetted master coach and mentor for TED fellows, trusted advisor, sought-after keynote and motivational speaker, and a masterful trainer—not to mention a strategic synthesizer and meaning-maker. Karen is tenaciously dedicated to guiding you to what makes you the powerhouse trailblazing visionary you're destined to be -- at every age and stage, across all generations and genders around the kitchen table AND the boardroom table.

As a firecracker speaker at forums, corporate events, professional conferences, workshops & retreats, and to the media, she entreats her readers and audiences to be Visionaries with Wrinkles who Rock their Age. Karen introduces her audiences and readers to creating a new longevity singularity. In the mix, she weaves in the dynamic of 4-5 generations in the New Age workplace and marketplace, while turning current & future trends into opportunities for Ageless Futures.

Throughout her career, Karen 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.”

One of Corporate America's first intrapreneurs, and a pioneer in the coaching industry and adult education.

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Karen coaches and mentors visionary executives-in-transition, established business owners, and professionals on how to fulfill their potential at any age, and offers consulting and training to entrepreneurs, higher education institutions, non-profits, and businesses (large and small) who want to learn about and capture the hearts and minds of women over 40 and/or those who are ready to hit delete on ageism, and for those who seek to turn the business of aging on its head!

Karen has contributed to the White House Task Force on Innovative Learning, the Hudson Institute's landmark study, Workforce 2000, as well as its sequel: Workforce 2020. She has served as an invited reporter for the White House Conference on Aging and been invited to sit on Connecticut's Permanent Commission on the Status of Women's Advisory Council. Currently she is an active member of the fast growing Aging2.0 and a new SIG on Aging and Work.

A protégé and colleague of Dr. W.Edwards Deming, the godfather of CQI, Ms. Sands has also created and trained corporate executives and educators how to incorporate continuous-quality improvement models and principles into their organizations and school systems. She was formerly an Adjunct Professor at Hunter College's prestigious Brookdale Center, where she was the first to teach an adult gerontology course for professionals entitled, "Conscious Aging 101." One of her greatest passions throughout her career since the '70s is being a Transformational teacher, leading and facilitating deep soulwork and transformation for groups and events.

Karen has been featured in the Wall Street Journal, Technorati, and Glamour magazine, in prestigious journals, eg, Leader to Leader and Life Planning Journal, and on CNN, NBC, HBO, SiriusXM, Voice of America, WomanUP Global, and other major media outlets. She has been published in several online and offline publications and Quarterly Journals, eg, Leader to Leader, Life Planning Network, Thrive, LinkedIn and Huffington Post, and more.

**Bottom Line:** Karen is a "visionary with wrinkles" who empowers audacious seekers, socially responsible entrepreneurs, sacred activists, visionary leaders and their organizations to Rock their AGE!

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## **MISSION:**

Karen's career has been founded on a multi-faceted mission: (1) to move her clients from great to greatness as we move further into the emerging Longevity Economy; (2) to respond to the needs and concerns of Millennials, mid-lifers and 50-plus by raising awareness, providing the latest information, and asking the difficult questions about the impact of the "Graying of America" and the "Graying of the Globe" on our future; (3) to advocate for intergenerational dialogue and collaboration to reshape futures that matter; 4) to bring the study of the future and foresight and Positive Aging into the mainstream; to illuminate the new story of aging for women now and into the far future; (5) to co-create positive futures and to develop Visionary Leaders, Change Makers and World Shakers with a focus on the Triple Bottom Line to take us into the 21st century.

## **MEDIA FACTS:**

\*Leading GeroFuturist™ and thought leader on the Longevity Economy, Ageism & Aging in the workplace and the marketplace, and Ageless Aging. Specializing in women and the future.

\*Author of multiple #1 Amazon best sellers: *The Ageless Way*, *The Greatness Challenge*, *Gray is the New Green*, *Visionaries Have Wrinkles*, *Ageless Reinvention*, Mastering Midlife Reinvention, and more.

\*Guest Blogger and prolific blogger at KarenSands.com/ageless-beat-blog

\*Firecracker Keynote and Public Speaker and workshop Facilitator (online & offline)

\*Known as Ageless Boomer Business Authority

\*Professional Futurist since the '70s

\*Educational Certified Gerontologist, (Graduated Brookdale Center on Adult Development & Aging/Hunter University1994)

\*Expert Advisor/Consultant serving those who serve the 40+ market—especially women who mean big business.

\*Pioneering ICF Master Certified Coach & Mentor Coach (MCC) since 1999CCE-Board Certified Coach (BCC) since 2012

\*TED Fellows Support Master Coach since 2012

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- \*Lifelong Advocate for women & girls
- \*Business Strategist & Mentor to Trailblazing Visionaries, Evolving and Aspiring Social Boomerpreneurs, Change Makers & World Shakers,
- \*Proponent of Continuous Quality- and Self- Improvement
- \*Disciple and protégé of Dr. W. Edwards Deming, Ph.D., Godfather of the Continuous Quality Improvement movement (CQI)
- \*Sounded the Clarion Call for “Gray is the New Green” — ’70s to date
- Integrated Marketing Strategist
- \*A convener
- \*Affinity Group Marketer increasing acquisition and retention
- \*Certified Career, Life & Retirement Counselor (1972)
- \*Master Educator & Trainer (mid 1960's to date)
- \*Strategist & Change Agent (mid 1960's to date)
- B.S. in Human Development, Biological Sciences and Education (1965)
- \*Master Superlearning & SuperMemory Teacher and Trainer (late 1970s)
- \*Publisher of The Futurist Report
- \*Serial Entrepreneur/Founder of KarenSands.com, launched in 1988 (as Future Works Institute.).
- \*Founder, Principal Sands & Associates, LLC (formerly the Future Works Institute '88), Broad Minded Enterprises, and Broad Minded Publishing
- \* Creator & Founder of The Ageless Way Academy™ (TAWA) (Rollout 2018-2019)

## SPEAKING:

Extensive speaking during my entire adult career. Please visit KarenSands.com/media-speaking to view and listen to samples of my interviews, speaking and facilitation.

## EDUCATING, TEACHING & TRAINING:

### Mid 1960s to 1970s:

California Science Educator and School Science District Chairwoman for all junior and senior highs at age 22.

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## **1970s to date:**

- \* An Adult Educator and Trainer for college age and up, women and men, including both private and public workshops and as an adjunct professor.
- \* I've designed and led nationwide education and training programs within corporate settings and for the public, as well as "train-the-trainer" national and international programs.
- \* I also trained as an accelerated learning Master Teacher/Trainer, a Master Super Learning & Super Memory Teacher/Trainer, and in many other learning and teaching modalities over the decades.
- \* I'm an invited guest presenter and workshop leader at leading conferences, such as the American Society on Aging, Positive Aging Conferences, The World Future Society, Certified Senior Advisors, Life Planning Network, and more.
- \* Since 1988 I have been offering virtual and face-to-face group coaching, educational forums, and workshops under the auspices of "The Future Works® Institute, renamed to "The Ageless Way Academy" and offered via KarenSands.com.

## **WRITING & PUBLISHING:**

Karen has written and continues to write several paperback and e-books based on her insights into and experiences with midlife transition, radical reinvention, Ageless Aging, executive transformation and the future. Her books reveal a new evolutionary model of aging and serve as guidebooks to the future of aging:

The Ageless Way (2016)  
Gray is the New Green (2016)  
Visionaries Have Wrinkles (2012)  
The Greatness Challenge (2017)  
Ageless Reinvention (2018)  
Mastering Reinvention (2011, 2016)  
Great Old Broads Speak Out (1999)  
Crossing the Canyon (2001)  
More titles being updated for new release (TBD)

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Karen is also the publisher of the **Ageless Beat newsletter**, and the **Ageless Beat blog**. She also has authored numerous **published articles**, including in prestigious journals, such as Leader to Leader Q. Journal and the Life Planning Journal.

**Titles :**

"As Leaders, What Keeps You Awake At Night?"  
"How a Graying Globe Can Keep Your Business in the Black  
"Reinvention to Renewal"  
"Bottom-Line Soul"  
"Course Correction"  
"Midlife in the Fast Lane"  
"Shaman at Work"  
"Stars Shattered, Dreams Shuttered"  
"Soul At Work"  
"A Glimpse of Tomorrow's Promise"  
and many more...

## PROFESSIONAL BACKGROUND

Educator, ICF-Master Coach & Mentor (MCC) and CCE-Board Certified Coach (BCC) , Career Strategist, Professional Futurist & leading GeroFuturistSM, Midlife and Boomer Expert, Social Entrepreneur, Advisor/Consultant to those who serve 40-plus, Entrepreneur/Founder, personal & professional growth centers, Corporate Vice-President and visionary intrapreneur, always a trailblazer.

A Change-Maker, Start-Up, and Turnaround Specialist in financial services company/industry for 10 years specializing in the future of aging, the Boomer Boom, women & aging, entrepreneurship, affinity group marketing, and retirement services.

Serial Entrepreneur/Founder of KarenSands.com, launched in 1988 (as Future Works Institute.).

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A disciple and colleague of the late Dr. W. Edwards Deming, Ph.D., legendary Godfather of the Continuous Quality Improvement movement, and protégé of Social Entrepreneur Extraordinaire and retired Ex-Chairman of Equitable, Nelson Broms, retired Equitable EVP, Ruth Block, and former CEO & EVP Pensions, Leo M. Walsh. Protégé' of now deceased President of Equitable, John Carter, and Mack Hanan, pioneer consultant in customer-centered consultative selling, also an early student and proponent of Peter Senge's Visionary Leadership Training, as well as a student and colleague of Werner Erhardt, founder of EST/The Forum, and Marshall Thurber, creator of Leadership Mastery, Money & You, and the Burklyn Business School.

## **CONTRIBUTIONS:**

Karen has contributed to the:

White House Task Force on Innovative Learning (as an invited educator & trainer)

Hudson Institute's Workforce 2000/2020 Task Force (as an invited expert)

White House Conference on Aging (as an invited reporter)

Life Planning Network National

World Future Society

Association of Professional Futurists

Aging2.0

SIG: Aging and Work

She also has been named to Connecticut's Permanent Commission on the Status of Women's Advisory Council and she was on the roster of the American Management Association.

As an Adjunct Professor at the Brookdale Center on Aging of Hunter College, she was one of the first in the United States, and globally, to teach an adult gerontology course (Conscious Aging 101).

Karen is also closely aligned and active with the following forward-thinking organizations:

World Future Society

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Association of Professional Futurists  
Life Planning Network  
eWomen Network  
American Society on Aging  
International Coach Federation (ICF)  
Center for Credentialing & Education (CCE)  
Retirement Income Industry Association  
Conversations Among Masters (CAM)  
TED Fellows Support Master Coach & Mentor  
Aging2.0  
Association of Transformational Leaders (ATL)

## **SPECIALITIES:**

The Ageless Way, Leveraging the Longevity Economy, Ageless Futures, Ageless Aging, Aging, Ageism & Work, Ageless Marketing, Multigenerational Collaboration & Innovation, Women, especially 40+, Boomer Boom, Futuring & Foresight, Consulting to those who serve 40+ audience, executive and leadership coaching, Ageless coaching, radical reinvention, 40+ exit strategies, Positive & Conscious aging, midlife greatness, consciousness and transformation, course correction and self-mastery, continuous quality improvement, sustainability, optimal performance, career, life, and retirement transitions and life and career planning.

## **CLIENTS:** (a sampling)

Leaders of all kinds: individuals, partnerships and teams, senior executives—established or emerging visionary leaders, social entrepreneurs, family-run business owners, independent and corporate professionals, advisors (e.g., lawyers, accountants, financial and investment advisors and planners), actors & directors, M.D.s, healers, scientists, authors, coaches & therapists, those in transition—leaving or returning to the workforce—and those ramping up or downshifting at the helm.

Karen has a soft spot for professionals and entrepreneurs in the Aging Sector and to legitimize the Aging Space as one of vibrant opportunities to make a difference while getting paid what we are worth.

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Current and former clients include individuals from:

JP Morgan Chase  
Equitable/AXA  
IBM  
American Express  
Metropolitan Life  
Association of Association Executives

NAFE  
AIG  
McKinsey  
New York Life  
Arthur Andersen/Accenture  
Wall Street Journal  
Harry & David  
G.E.

Senior-level professionals from a wide variety of industries, including: the aging sector, advertising and public relations, accessories and jewelry, universities and associations, retail & merchandising, dot.coms, coaching, radio and television, law, financial services, wellness and medicine, sports and entertainment, etc.

## **EXPERIENCE PRIOR to 1989**

### **~ ENTREPRENEURIAL BUSINESS & EDUCATION LEADERSHIP**

- Future Works Institute, Ltd: 1988-Current - Founder/President/Master Coach & Chief Futurist**
- Karen Sands Enterprises: 1972-1988- President Executive Coaching and Career Counseling - Private Practice**
- Wearwithall Company: 1973-1978 Founder/Principal**

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Manufacturing, wholesale and direct selling/marketing venture targeted to upscale consumers. Underlying purpose to empower women returning to the workforce. Recruited, trained and developed employee base of women re-entries and first timers into the workforce. Provided coaching & career development training and daycare.

▪ **The New Jersey Growth Center: 1972-1975 Founder/Executive Director**  
Adult learning and life/career planning, counseling & coaching center. Founded to support the re-entry of women into the workforce. Expanded to serve the needs of both genders. Conducted individual coaching & counseling, and facilitated groups. Designed and conducted large group training. Created newsletter and directed symposia. Membership of over 1000 in the first year of operation.

▪ **Richmond School District, CA: 1965-1969 District Chairwoman & Science Teacher:**

Achieved exceptional classroom results through creation of experiential learning environments, utilization of learner-centered approaches and innovative teaching/learning models. Managed district-wide science teaching staff. Mentor & Sr. Coach for new teachers. Directed all community outreach programs. Designed and implemented district-wide curriculum, including experimental programs which served as template for the state of California curriculum development.

## ~ CORPORATE BUSINESS LEADERSHIP

### **The AXA/Equitable Financial Services: 1978-1988**

Focused on the "Graying of America" phenomenon and the concurrent lack of private retirement planning and health coverage for prospective retirees. Start-up & Turn-around Executive. Leading customer-driven businesses producing breakthrough results. Innovator & Change Agent. Committed to continuous improvement, participative management, empowerment and collaborative alliances across functional lines and supplier networks.

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- **Intrapreneurial Executive.** Led customer-driven businesses producing breakthrough results in customer acquisition and retention while reducing costs. Managed operating budgets of up to \$10 million. Consistently created fast growth, highly collaborative teams which produced sustainable breakthrough results with passion and innovation.
- Innovator & Change Agent working directly with Chairman, President and Sr. Management team on corporate strategy development and implementation. Appointed by Sr. Executive Committee to Chair Senior Management Task Force. Created & led model bottom-line organizations (start-up & turn-arounds) based on collaborative win-win style, working across all lines, applied Continuous Quality improvement methodologies and principles of transformation.
- **P & L Business Manager.** Responsible for Strategic business development, Market Research, Product Development, Marketing, Executive Sales, Sales Management and Training. Transformed cost center with negative cash flow into highly profitable division with over \$1.7 billion in assets under management within 36 months.
- **Strategic Leader.** Designed and led innovative, highly productive organizations based on continuous quality improvement and organizational transformation. Forged collaborative alliances across functional lines and external relationships.
- **Cutting-edge Implementer.** Instituted first databased marketing and relationship management programs and top quality customer service keyed to database. Directed national multi-product line introductions.
- **Executive Coach & Mentor** to down-line managers and company-wide fast trackers. Goal: developing Visionary Leaders
- **Sales Management.** Set sales targets, developed annual tactical marketing & sales plans. Managed professional sales teams for multi-product lines. Responsible for field sales interfaces with over 8000 agents. Executive Sales with Professionals and CEOs.

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- **Master Trainer.** Designed and conducted national training programs. Consultative sales and product technical training for professionals. Incorporated accelerated Superlearning modalities to quickly train professional trainers in sophisticated non-tangibles and tangible products and sales techniques. Received recognition for results oriented training. Selected by American Management Associations roster of Trainers for the Privately owned small and mid sized market CEOs and top management teams.
- **Researcher.** Led studies on the aging of America phenomena and the emerging demographic profile of workforce 2000 and beyond. Oversaw national study of Professional and privately owned business markets.

## LEADERSHIP POSITIONS HELD

- **Vice President-Affinity Group Markets & Retirement Programs**
- **Director Strategic Marketing, Research & Planning Office-Corporate**
- **Executive Coach/Mentor for intrapreneurs and innovation**
- **Executive Assistant to Chairman & Executive Committee-New Ventures,**
- **Office of the Chairman and Office of Innovation- Futurist & Intrapreneur**
- **Regional Manager: Marketing & Sales -Small to midsize group markets**
- **Director of Marketing, Research & Training-Small to midsize group markets**

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