



Welcome, Jody Holtzman!

The Erickson School at UMBC is thrilled to announce that Jody Holtzman with Longevity Venture Advisors has joined the Erickson School faculty and will be teaching in the Graduate Program. Prior to founding the company, Holtzman was Senior Vice President, Market Innovation for AARP, where he conceived and built a program to find ways for AARP to spark innovation in the market that benefits people over 50. In this role, he envisioned and developed the concept and market category of the \$7.6 trillion Longevity Economy.

He has brought a non-traditional perspective to the field of aging. Throughout his career in strategy, innovation & entrepreneurship, strategic planning, organizational change and team building, and competitive intelligence, he has challenged thinking and provides counsel and insight to CEO's, senior executives, and boards of directors.

He was recognized in 2017 as a Top 50 Influencer in Aging by Next Avenue and has had several publications as well as being recognized in the Financial Times, NY Times, CNBC, Bloomberg BusinessWeek, Fortune, Forbes and other media. He has a graduate degree in international policy economy from the University of Chicago – and was raised on rock and roll.