



CONNECT!

MCS SPEAKER SPOTLIGHT



Jody Holtzman

Jody Holtzman has more than two decades of experience helping companies develop and implement competitive strategies and achieve their strategic market goals. At AARP, he leads the Thought Leadership group, where his focus is to stimulate innovation in the market that benefits people over 50. This involves areas such as the future of technology and the 50+, technology design for all, and 50+ entrepreneurship. It also involves developing partnerships with non-traditional players for AARP, such as the venture capital community, and the consumer electronics and technology industries. Previously, Jody led AARP's Research and Strategic Analysis group. Before joining AARP, Jody was in senior leadership roles in several strategy consulting firms. He was a Director of Global Strategy and Planning,

and led the Market Intelligence Network of PriceWaterhouseCoopers. Before that, he was Vice President of Consulting for FutureBrand, where he helped clients develop and implement competitive brand strategies. He also produced the Report to the President on the Exxon Valdez Spill, and authored position papers for the US delegation to the Montreal Protocol to Protect the Ozone Layer. Early in his career, Jody worked with developing countries to design and implement foreign investment promotion programs and economic development strategies. Jody is a frequent speaker on the opportunities and challenges presented by the demographic wave. He has led numerous workshops on competitive strategy and organizational performance, and his work has been published in the Journal of Business Strategy, Competitive Intelligence Magazine, The Competitive Intelligence Anthology, and Making Cents Out of Knowledge Management. He has a graduate degree in international political economy from the University of Chicago.

Jody Holtzman's discussion at the 7th Annual Memory Care Summit is titled "**The Lure of Technology in Memory Care: Choosing Products Strategically.**" To view a description of the session, visit: <https://erickson.umbc.edu/mcs/>