

founder of
AGEIST & *SuperAge*

David Stewart

David is the founder and face of AGEIST, a media company and agency that champions the vitality, capabilities and influence of the modern 50+. He is a passionate champion and leading authority on the mindset and aspirations that drive this influential demographic.



ENDORSEMENTS



"David Stewart delivered a much-needed wake-up call to the senior living industry at the SMASH conference. How later life is lived is going to change dramatically, and David and AGEIST are ahead of the curve in understanding what this all means for business. David speaks to this with passion, style and wit."

- Dan Hutson, Director SMASH.



"David was one of the most formidable speakers at this year's Global Wellness Summit in Singapore. His work in re-contextualizing aging could profoundly influence how brands and marketers engage with this powerful market segment. To his credit, aging has become cool and aspirational, a seismic shift in how we view this stage in our lives."

- Cathy Chon, Managing Partner Finn Hong Kong



South China
Morning Post

"That was when Stewart stumbled on a market that was being largely ignored. He now runs the AGEIST media company that focuses on people blazing new trails later in life."



"AGEIST is a beautiful bid to counter society's obsession with youth."



"He's created a kind of 'Vogue' for older people, which he calls 'AGEIST.'"



How to SuperAge

Sleep, Nutrition, Exercise and Stress Reduction For a Long, Healthy life

In the SuperAge system we show how the intersection of food, movement, sleep, and stress reduction direct 95% of one's health outcomes. Genetics is only a small factor, as we have agency over our wellness through sensible behavior. There is no reason to accept aging as a "grim reality." By staying healthy, we avail ourselves to some amazing new health technologies which may very well lead to living longer and healthier than we ever expected.



Branding and Communication

Connect with the Financially-Empowered 50+ Consumer

The majority of marketing to this most powerful of all consumer cohorts at best fail, and at worst alienate. I will demonstrate how looking at attitudinal groups-not ages-works, and the importance of knowing your lane.

Moreover, I will show how using the same intentions as more youth oriented marketing-aspiration and inspiration-functions just as well for this group, and when done in the AGEIST way, works up and down the age column. 40% of AGEIST readers are under 50 yet we never write about anyone that young. Why? Because cool is ageless. Your target consumers think more like younger people than you may assume.



The Longevity Revolution

How it Affects Everything

Informed predictions from leading health and science experts show that we could be living healthier considerably longer than anticipated. This could be the biggest change in human behavior since the invention of fire. What happens when 90 year olds are starting businesses and remaining consumers? How will employers manage a 5 generational workforce? How will everything from the housing market, to corporate promotions, to the current youth-oriented focus of our economy change? Will there be new developmental stages, or will the current ones elongate?



Encore Careers

Working Beyond Your Primary Career

For reasons of financial need, personal gratification, and social recognition, many seek to continue work after initial retirement. Some may know exactly what they want to do. For others the options can be overwhelming. A key here is discerning purpose from passion, and understanding how income, time, and energy are part of the decision making process. After all, our greatest limitation is our imagination. One in seven Americans right now are over 70, making this the fastest-growing labor demographic, with a whopping 96% increase this decade. I will be presenting on a personal, company, and societal level what can be a tremendously fulfilling life phase for the individual, a valuable resource for businesses, and a huge social positive.

MORE INFO

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