



BARBARA WAXMAN

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Middlescence.co

CBS THIS MORNING

Middlescence: How to Thrive in Midlife

LINK VENTURES: CEO SUMMIT

Longevity & The Consumer

VERSE MEDIA: THE VERSE

Feature by Stephanie Carter

WOMEN'S BUSINESS ENTERPRISE COUNCIL Metro New York

Increase Your Capacity to Lead From Your Chair

YPO GLOBAL: LATIN AMERICA

Mindset and Tools to Live, Love and Lead

PORTFOLIA

Life 2.0: Futurists and Longevity Experts Share Trends and Tech

AICPA FINANCIAL PODCAST

Middlescence: New Age, New Stage, Midlife Redefined

STANFORD CENTER ON LONGEVITY

Advisory Council Member

MODERN ELDER ACADEMY

Faculty/Thought Leader

LIFE STAGE EXPERT, GERONTOLOGIST, COACH, SPEAKER, AUTHOR

Barbara Waxman envisions midlife as a vibrant, extraordinary time to unearth accumulated wisdom, find joy and live on purpose. An advocate who helped redefine this period as the life stage Middlescence, she rejects the American trope of middle age as a period of suffocating stasis. Her TEDx talk, *The Myth of the Midlife Crisis*, explores the ageist origins of midlife myths and empowers viewers to join her mission to shift attitudes about aging.

The founder of Odyssey Group Coaching, Barbara works with midlife clients to empower them to thrive personally and professionally. Using her singular executive and life coaching model, Entrepreneurship Turned Inward®, and her proprietary, science-based Five Essential Elements© and Five to Thrive Quiz™, Barbara is a highly sought-after workshop leader, keynote speaker and advisor. As one of the only gerontologist-coaches in the United States, Barbara incorporates cutting-edge research while employing compassion, honesty, and a light heart. She has inspired and motivated thousands of individuals and senior-level executives to be better leaders in their professional and personal lives.

Barbara serves as an Advisory Council Member for the Stanford Center on Longevity, a faculty member at Chip Conley's Modern Elder Academy, and an angel investor in the Active Aging and Longevity Fund with Portfolia. She has appeared on CBS This Morning, and has been featured in *Marin Magazine*, is a contributor to Arianna Huffington's *Thrive Global*, and is a frequent podcast guest. Barbara recently authored *How to Avoid Burnout, Provide Exceptional Care, and Enhance Work-Life Integration*, a chapter in the book *The Successful Health Care Professional's Guide: Everything You Need to Know But Weren't Taught in Training* (Springer Publishing). Barbara is also the author of two books examining aging including, *The Middlescence Manifesto: Igniting the Passion of Midlife*. Barbara holds master's degrees in Public Administration and Gerontology from the University of Southern California and is a graduate of Colgate University. She earned her coaching certifications from the International Coach Federation and The Hudson Institute. Originally from New York, she lives in the San Francisco Bay Area with her husband, Scott, and is thankful to have her adult children not too far away.

