

Jack Tatar

America's Safe Retirement Coach

People Tested Publications

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Author of Best Selling Retirement Books

After experiencing deep personal tragedies, Jack Tatar, one of the world's leading market researchers, examined the realities of retirement and what he discovered is that many people are "thrust" into retirement, ill equipped to handle the new aspects of their life.

Jack Tatar is the author of three books, which provide a unique perspective in the retirement book market as they focus on the "holistic" view of retirement rather than exclusively on financial matters, which is what most retirement books focus on today. The '4 Keys to a Safe Retirement' are:

- ☞ Financial Preparedness
- ☞ Health & Wellness
- ☞ Mental Attitude
- ☞ Staying Involved

Jack's new book is called "**Having 'The Talk': The Four Keys to Your Parents' Safe Retirement**" and it provides a plan for having the required discussion between adult children and their parents related to retirement and later life issues.

His first book, "**Safe 4 Retirement: The 4 Keys to a Safe Retirement**" reached #1 on Amazon in both the Personal Health and Personal Finance categories.

His second book, "**The 10 Joys of a Safe Retirement**" was published in February 2012 and has also reached #1 on Amazon's Personal Finance eBook category.



Inspirational and Motivational Speaker

SPECIAL: Booking Jack for Speaking Engagements Will Come With At Least 100 Copies of his book at NO COST (up to a \$1000 value)!

Jack's current list of speaking topics include:

- ☞ **Making A Safe Transition to Retirement - Being Financially Prepared is only ONE Aspect!**
- ☞ **Taking a Holistic View of Retirement**
- ☞ **Having 'The Talk' With Your Parents About Retirement**
- ☞ **Realizing 'A Joyous Retirement'**
- ☞ **How to Achieve 'A Safe Retirement'**
- ☞ **Addressing The 'Challenges' of Retirement**
- ☞ **The Four Keys to Living Well (all age audiences)**

Jack is an experienced speaker and presenter who was also a successful financial advisor with a major brokerage firm for nearly a decade and can knowledgeably address complex financial topics as well as the other aspects of his '4 Key' strategy (all topics/programs can be specifically structured for financial and other sales professionals as well).

His speaking programs examine these detailed aspects of his books and strategy:

- Developing a financial plan and choosing a financial advisor
- How to manage your retirement income
- Understanding the complexities of Medicare and Social Security
- Managing your health and learning how to eat healthy
- Implementing an exercise plan into your retirement
- Creating a positive attitude that will lead to a longer life
- The 5 Steps to effectively transition into retirement
- Learn to cope with the difficulties of losing loved ones in retirement
- What are the 10 Steps that will lead to a 'Joyous Retirement'
- Finding the right opportunities for travel and volunteering
- Using new technologies and social media to connect with others
- **AND** How children of pre-retirees should have 'The Talk' with their parents about preparing for retirement (**perfect for multi-generational audiences**)

This is not just for financial based programs. It's also not just for retirees and pre-retirees – his approach is well positioned as a multi generational topic that will appeal to the children of retirees and pre-retirees. His approach to health, wellness, positive thinking and community involvement make Jack a quality speaker for not only financial based programs but lifestyle, health, relationship and community based events.

Jack uses his experiences as an innovative business leader, former stand up comedian, talented writer, college football player and former stutterer to provide an inspirational and educational program that transcends ages with a message that is not only applicable for retirement but for all stages of life.

One of the World's Leading Market Researcher

Jack is Chief Executive Office of GEM Research Solutions, a leading market research firm. As part of the company's primary focus on Financial Service industries, Jack has had an extensive amount of involvement with issues related to the financial services industries while providing a creative approach to addressing solutions in this industry. Jack brings his knowledge of the financial services industry incorporated with his Series 7 and 24 licenses to provide a unique perspective of a working knowledge of the industry to many of his extensive qualitative studies in financial services.

This work in the financial services industry provides Jack the ability to speak with hundreds of financial advisors, investors, and executives each year. His expertise in this area has made him a sought after expert of the current trends in the areas of college planning, retirement and general investing.

In addition to his work in all aspects of qualitative and quantitative research, Jack is a leading researcher in web usability as well. This has allowed him to be part of the research and development efforts on many of the leading web sites in use today.

Under Jack's guidance, GEM Research Solutions created the first focus group facility on Second Life (a "virtual" community of over 20 million people worldwide online) called the iAsk® Center, that provides innovative and cost effective research services to all size companies for world wide participation. This work led him to present a ground breaking paper at the leading international market research conference in Barcelona, Spain in 2009 on this innovation that was widely covered on the internet and in Second Life.

Work with Students

Jack is a co-founder of the leading website, HighSchoogle.com, which was recently named the Number 4 'Best College Planning website' on the internet. Jack works closely with many high school students and counselors on achieving success in their studies and life through speaking engagements and private counseling sessions with both challenged and exceptionally talented youth.

Jack has worked with many universities including Stony Brook, where he serves as an alumni advisor and member of the President's Circle; Pepperdine University, where he regularly advises students on career choices and entrepreneurial skills; John Jay College, where he worked on research projects evaluating innovative and applicable programs for students of all levels; and the College of New Jersey, where he is a guest lecturer in the Business Department and advisor to students on internships and career choices. He has been a regular speaker at events for incoming students and a keynote speaker at career and recognition events at universities.

Business Owner

In addition to being CEO of GEM Research Solutions, Jack has been involved with numerous startups and businesses. Of particular note is the current website, HighSchoogle.com, which continues to receive high regard and reviews in the online industry for helping high school students and their parents to “navigate” through the high school years.

Jack also was instrumental in the creation and launch of Terracycle, which is now the leading company in the area of transforming waste into commercial products. The company, which was named the ‘Coolest Startup in America’ by Inc. Magazine in 2008, is now entering its 11th year of operation and has contributed nearly four million dollars to charities in addition to being a profitable business.

Jack is also President of People Tested Publications, a publisher of content that provides a platform for individuals who have endured trials and challenges in their own life and have an inspirational story to tell that can help others.

Education

Jack received his BA from Stony Brook University (1981) and his MBA from Pepperdine University (1990).

SPECIAL OFFER: Jack resides in the New York area and for bookings in the New York area (including New York City, New Jersey, Atlantic City, and Philadelphia), please ask about discounts for these locations!

To contact Jack Tatar for speaking engagements and appearances:

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