



ELLIS KATSOP

Ellis is founder and CEO of MyProtirement, a business focused on changing peoples attitudes toward retirement. Retirement is no longer a destination; it is the first step in a transition toward "Protirement", which is the pursuit of fulfilling activities in the third chapter of our lives. Protirement includes not retiring and gradually retiring, a choice of many Baby Boomers today.

Ellis is a Motivational Speaker and Workshop Facilitator on Protirement and the development of exciting, personalized Protirement Lifestyle Plans. His book, "Life 3.0: Protirement, not Retirement; The Boomer Alternative" is to be published in the fall of 2017. It explores Protirement through the eyes of 100 North Americans from all walks of life whom Ellis has personally interviewed. They include financial analysts, automotive assembly workers, teachers, lawyers, wealth

management advisors, doctors, small business owners, politicians, athletes, musicians, spiritual leaders, a newspaper publisher, coal miner, fire fighter, administrative assistants, psychologists and more.

Some well-known North Americans interviewed include former Prime Minister Paul Martin, Ken Dryden, Liona Boyd, Ronnie Hawkins, Lloyd Robertson, former Apple CEO Gil Amelio, former Pennsylvania Governor and first Secretary of Homeland Security Tom Ridge, Assemblies of God General Superintendent Dr. George Wood and Yahoo CFO Ken Goldman.

Ellis has designed the "Protirement Checkerboard" which introduces 16 distinct Protirement Categories of activities that Baby Boomers are engaging in, including 4 Bridge Employment Categories.

Prior to launching MyProtirement Ellis was a highly accomplished leader in the not-for-profit and public sector with over 36 years of experience. After graduating with his MSW, Ellis worked in the non-profit sector, and for provincial and regional governments. He then began his consulting career and for six years consulted in both the non-profit and for profit sectors.

Ellis is a Fellow of the Ivey Business School CommunityShift program; a graduate of the Schulich School of Business/CODI Organization Development Program; and a recipient of the Brand Foundation Coaching Scholarship for individuals who exhibit innovative leadership.

KEYNOTES:

- **Life 3.0: Protirement not Retirement;**
- **Protirement includes "Not Retiring", "Contingency Work", "New Careers" and "Seniorpreneurship"**
- **Boomers are becoming Community Builders in their Protirement**
- **What are well known Canadians and Americans doing during their Protirement**

WORKSHOPS:

Protirement Lifestyle Planning Workshop