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An Interview with Tim Driver



Tim Driver

Tell us a little about yourself.

I'm an entrepreneur interested in web products that make a social contribution. In my career, I've had the good fortune of working at several companies that transformed their industries and impacted lives. When I joined CNN, where I was a writer and producer, it was still unknown. Making 24-hour news succeed was considered a big, hairy, audacious goal (to those on the outside, anyway). When I joined AOL, where I served as a group director in its Strategic Businesses unit, every day was like jumping into the saddle of a bucking bronco and racing it down a track. As a senior vice president and early board member at *Salary.com*, I got an opportunity to help lead a major shift in how compensation data is collected and shared, for the first time putting it in the hands of employees and leveling the playing field. My 12-year-old, Boston-based firm, Age Friendly Ventures, is

on a mission to make aging easier. This, through its tech and social media products addressing jobs (*RetirementJobs.com*), care (Mature Caregivers) and living (Age Friendly Advisor)—and through a passion for tackling ageism by teaming with industry, academic and government leaders.

When I am not working, I am enjoying hobbies and activities in and around Boston with my wife of 25 years, a social studies teacher, and our three kids—who are in their high school, college and early career years.

What attracted you to the essay contest?

Most American workplaces aren't age-friendly, and that's making it harder to keep our older citizens engaged in their communities. The fact that Americans are beginning to work longer is a good thing, but we need to make this much easier. If we do, it's a win for our country, employers and citizens. For our country, it means increased productivity and growth. For our employers, low-turnover workers generate satisfied customers. And for our older citizens, sustained engagement drives purpose, health, engagement and income. If we do not take these steps, we increase the risk of people being isolated and lacking the income they need in their later years. The essay contest seems a great way to communicate these points, inspire new research, and accelerate a much-needed cultural shift.

What steps, if any, would help make the ideas in your essay a reality?

As Anna states, these steps are discussed in the essay.

What groups would need to be involved?

A cultural shift is required to successfully change behaviors and make it easier for people to work longer. To succeed, it will require participation from a combination of influencers: policy and lawmakers, researchers, employers, academicians, advocacy organizations and media. I am particularly interested in further building and sharing the data-driven business case for hiring and retaining mature workers.

What else would you like to tell us?

Thank you for this opportunity! ■