

**Ginna Baik (pronounced GEENA BECK)**

Ginna Baik has had over a decade in senior care and technology experience with a mission to provide scalable technology and services to underserved populations. Prior to her work in senior care, she worked years with title one projects with Sylvan Learning in Chicago Public Schools. As she transitioned from serving the nation's youth to the nation's older adult population, she has established a social platform startup, led innovation and resident technology with a national senior care provider, and most recently built the senior care business practice at a national technology solution provider. In her last role at Amazon, she led Alexa smart properties business focused on senior living and pioneering voice technology with older adults. Today, Ginna Baik is the Director of Age Tech at Yahoo/AOL leading the strategy and direction for AOL's business supporting their 28 million users over the age of 55+.

Some of Ginna's accomplishments include the deployment of internet cafes at Atlanta Housing Authority properties funded by BTOP (Broadband Technology Opportunity Program) to leading national resident technology strategy at Emeritus Senior Living (now Brookdale) and advising thousands of leading senior care providers from life path communities to all levels of care (including market rate and affordable housing). She also advises aging tech startups and judges startup competitions. Ginna is an executive board member at America's Society on Aging, member of Board of Directors at Leading Age California, and a trustee at the John A Hartford Foundation. Ginna lives in sunny San Diego with her husband, two young adult children and her dog Lily. Ginna is a former Ohioan and a Wolverine from University of Michigan.