

About the Author

I Michael Grossman is the author of two books and numerous consumer and trade articles. His first book, Coming to Terms with Aging: the secret to meaningful time, from RDR Books, was published in 2007. Shrinkwrapped: my first fifty years on the couch, also from RDR books, was published in 2009.

After earning his B.A. and M.A. from Michigan State University, Grossman worked as a reporter for the Ingham County News in Mason, Michigan, covering such events as the Detroit Riots of 1967. Grossman was Senator Eugene McCarthy's Michigan Press Secretary during his anti-war bid for the Presidency in 1968. Grossman taught English and Journalism at Oakland Community College and later developed *The Science of Your Own Success*, a course he taught at *The New School* in New York City. The course trained students to use task oriented visualizations to accomplish business goals.

In addition to his two books, articles by Grossman have appeared in diverse publications including *Advertising Age Magazine*, *The American Banker*, *Ergo Solutions Magazine*, *The CLIA Cruise Industry Annual Report*, and *Plane and Pilot* magazine.

In 2006, Grossman founded The Life Awareness Center—www.lifeawarenesscenter.com—a web site offering a database of quotes, suggested readings, classes, articles and helpful links, all on the subject of human mortality.

Prior to creating the Center, Grossman had a business career and was the founder and CEO of Office Organix, a catalog and internet retailer promoting a healthier workplace and selling ergonomic computer equipment. Prior to that, Grossman was the CEO and founder of Cruises of Distinction, a nationwide catalog company. He was the Vice President of Research, Sales and Marketing for Norwegian American Cruises and Director of Marketing for Princess Hotels International.

Grossman has appeared on local and national radio and TV shows including multiple appearances on Arthur Frommer's Travel Channel show and on NBC TV's New York City affiliate. Grossman has been quoted and his company written about in syndicated national columns by Arthur Frommer which appeared in over a hundred newspapers. Additional coverage was given by *The New York Times*, *The Newark Star Ledger*, the *Los Angeles Business Journal*, the *Christian Science Monitor*, *Fortune Small Business Magazine* and *Long Island Newsday*.

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