

Dr. James Maas

Nation's Top Sleep Educator, Chancellor of the United Institute, Award-Winning Professor

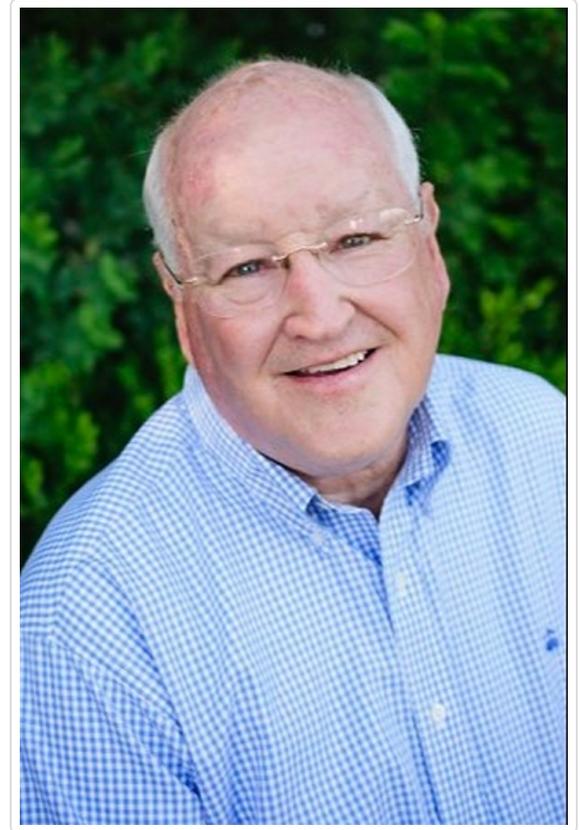
Please contact a GDA agent for information.

Topics

- Fitness / Diet / Nutrition
- Men's Health & Issues
- Peak Performance
- Sports Related
- Wellness
- Work-life Balance

About Dr. James Maas

Dr. James B. Maas is a leading authority and international consultant on sleep and performance, and CEO of Sleep for Success. He has been the Stephen H. Weiss Presidential Fellow, Professor and past Chairman of Psychology, as well as a professor in the graduate fields of Education and Communication at Cornell University. He has also served as a professor for 8 years for a week of in-person lectures at the Weill Cornell Medical College-Doha, Qatar. Dr. Maas received his B.A. from Williams College and his M.A. and Ph.D. from Cornell. He holds the world's record for university teaching, having taught more than 65,000 students in his 48 years on the Cornell faculty.



Dr. Maas has held a Fulbright Senior Professorship to Sweden, has been a visiting professor at Stanford University and past president of the American Psychological Association's Division on Teaching. He received the Clark Award for Distinguished Teaching at Cornell and is a recipient of the American Psychological Association's Distinguished Teaching Award for being the nation's outstanding educator.

Dr. Maas is one of the world's most sought-after speakers for corporations, medical schools, national associations, academic institutions and athletic teams. He has presented highly acclaimed live and Zoom programs for such clients as:

Finance

Citi Group, JP Morgan Chase, Bloomberg Financial, Goldman Sachs, Edward Jones, Merrill Lynch, Raymond James, USAA

Insurance

ING, AIG, Mutual Life, Metropolitan Life, John Hancock

Technology

IBM, Apple, Google

Pharmaceuticals

Bayer, Johnson & Johnson, Novartis, UpJohn, Abbott Labs

CPG

Campbell's Soups, Kraft Foods, Pepsi Cola, Nestle, Purina

Travel

Marriott, Starwood and Wyndham Hotels, Cunard and Crystal Cruise Lines

Athletics

United States Figure Skating Association, the National Basketball Association, NFL New York Jets, NFL Miami Dolphins, NHL Philadelphia Flyers, NHL

Military

Naval War College, US Navy

Higher Education

Stanford University, Harvard University, Duke University, Dartmouth College, University of Michigan, Michigan State University, Uppsala University, The Royal College of Music, Aarhus University, University of Copenhagen, University of Helsinki, Heidelberg University, Fuller Theological Seminary, Dalhousie University, Simon Fraser University, Northern Iowa University

Associations

Young Presidents Organization (YPO), World Presidents Organization (WPO), World Business Council (WBC), Million Dollar Roundtable, New York State Savings Bank Association, New York State Dairy Association, Vermont Dairy Association, American College of Facial and Plastic Surgeons, American and Canadian Colleges of Rheumatology, American Urological Association, Illinois Funeral Directors Association, Urban Land Institute

Corporate

FedEx, GAP, Transplace, Eastman Kodak, Maytag, Steelcase,

S.C. Johnson, Equinox Fitness, Simmons Company, Florida Power and Light, Ohio Power and Light

Dr. Maas significantly raised student performance through sleep education at Cornell, Deerfield, Andover, Exeter, Hotchkiss, Loomis, The Hill School and the Chinese International School in Hong Kong. Dr. Maas has presented programs in Canada, England, Scotland, Ireland, Germany, France, South Africa, Australia, Thailand, Hong Kong, Mexico, Sweden, Norway, Denmark, Finland, Qatar, China, Bermuda, New Zealand and South Korea.

The popular press has published over 800 articles about Dr. Maas' work on sleep and performance. He coined the term "Power Nap" and appears frequently on national television programs, such as the TODAY Show, NBC Nightly News, CNN, Good Morning America, CBS This Morning, CBC, The View, Regis & Kelly, and ABC's 20/20. OPRAH devoted a hugely popular long segment to Dr. Maas and his research on sleep and performance. The Dr. Maas Collection of scientifically developed pillows and comforters is available from <https://ufdshop.com>

Publications

- **Power Sleep**, published by Random House and HarperCollins, is a New York Times business best-seller and has been published in 12
- **Sleep for Success!** co-authored with Rebecca Robbins, is a book designed for business executives, students, parents, and
- **Sleep to Win**, for athletes, co-authored with Haley Davis, received rave
- Maas' children's venture, **Remmy and the Brain Train**, is an award-winning bedtime story to help improve daytime alertness, mood and performance.

Select Keynotes

- **The Secret Key to Wellness: Everything you must know about sleep, but are too tired to ask!**

Most of us are sleep deprived, causing lowered immunity to disease, reduced concentration, lowered productivity, poorer quality of work and even athletic performance. We also experience an increase in moodiness, stress, accidents, and mental and physical illness. Our well-being and quality of life is significantly compromised.

Several leading Fortune 500 companies, associations, educational institutions, as well as athletic franchises, are learning that it is neither "macho" nor smart to operate on less than the required amount of sleep; in fact, recent medical research proves that sleep deprivation literally "makes you stupid, clumsy, unduly stressed, unhealthy and will shorten your life."

To be a peak performer in school, at work, in the home and as an athlete, you need to be fully alert, dynamic, energetic, in a good mood, and cognitively sharp. You must be able to concentrate, remember, have great reaction time, make critical and creative decisions, communicate persuasively, be productive all day long and be healthy. None of this is possible without quality sleep. Furthermore, quality sleep has been proven to be the single most important determinant in predicting longevity. We must learn to value sleep, yet most of us know little about the incredibly varied activity that occurs during the course of each night, and how it affects health, happiness and all aspects of performance and productivity.

This multi-media and interactive keynote presentation (live or via zoom) consistently receives standing ovations and highest accolades for "great take-away value" from corporate, association, professional, academic, athletic and general/family audiences. Dr. Maas explores the importance of sleep, focusing on such questions as:

- ◊ Why most people are sleep deprived and what are the serious deleterious consequences for thinking, performance, mood, accidents, health and lifespan?
- ◊ What are the four different stages of sleep we must experience every night and how important are they to daytime functioning?
- ◊ What does recent brain imagery (fMRI's) research on thinking, performance, accidents and athleticism show that proves the need for maximum sleep each night?
- ◊ How can you accurately measure at home the amount and quality of your sleep?

- ◊ How can you conquer shift work issues, travel fatigue and jet lag?
- ◊ How does using electronic devices within an hour of bedtime degrade sleep?
- ◊ How can you increase your athletic performance overnight?
- ◊ What is the importance of and tips for effective napping?
- ◊ What causes insomnia? What's available to help you sleep better and longer?
- ◊ How do you establish a great bedroom environment for maximum sleep quality?
- ◊ What are the golden rules and sleep strategies that will assure you of a great night's sleep?

The take-away information and audience involvement provided in this highly entertaining yet important presentation will increase your immunity to viral infection, risk of heart attacks, strokes, Type 2 Diabetes, obesity and cancer. It will also enhance daytime alertness, decrease accidents, improve psychological mood, productivity, creativity, critical thinking, athletic prowess, general health and most definitely your quality of life and lifespan.

Select Book Titles

- **2013:** Sleep to Win!: Secrets to Unlocking Your Athletic Excellence in Every Sport
- **2011:** Remmy and the Brain Train: Traveling Through the Land of Good Sleep
- **2011:** Sleep for Success! Everything You Must Know About Sleep But are Too Tired to Ask
- **1998:** Power Sleep : The Revolutionary Program That Prepares Your Mind for Peak Performance

Select Articles

- [Meet Dr. James B. Maas](#)

Dr. James B. Maas, a leading authority and international consultant on sleep and performance, is CEO of Sleep for Success. He has been the Stephen H. Weiss Presidential Fellow, Professor and past Chairman of Psychology, as well as a professor in the graduate fields of Education and Communication at Cornell University.

- [Why We Need Sleep and How it Affects Our Health](#)

Adequate sleep is essential for performance and general health. There's no escaping the debilitating effects of insidious sleepiness, no matter how motivated, responsible or strong you are.

Select Testimonials

Evaluations of Presentations Dr. James B. Maas ! I can't thank you enough for the smash hit you were. You got the highest rating in the six-year history of the New York Chapter of Young Presidents Organization (YPO). (Former NYC Gotham Chapter President, Michael Lorelli, and former President Pepsi Cola East and CEO Pizza Hut.) Contact: Home phone: (203) 655-2444 Work phone: (203) 655-2016 Home phone: (203) 655-6916 Email: miklorelli@aol.com Work address: 25 Winding Lane, Darien, CT, 06820, United States of America (Other YPO-WPO events include a YPO University in Bermuda, and YPO meetings in such venues as Puerto Rico, Chicago and Vail) ! I just want to drop a short note to thank you and Nancy for taking the time to be with us at our World President's Organization Conference and for your participation as our Keynote speaker. You received an evaluation of 9.8 which is outstanding. You have to understand that it is very hard for the old folks to give a 10 rating - therefore a 9.8 rating is the best you can get. ! You were the overall highest rated speaker for the IBM "Pathways to Growth" Conference (for 2,700 corporate CEO's and Presidents). The program included twelve different distinguished speakers. Dr. Maas is a fabulous speaker. He knows his stuff and articulates it well! It literally woke up a lot of CEO's! You were the highest rated (5 out of 5) on content, virtually tied for the best delivery (4.64), and you were second (4.82) on subject importance—IBM's new CEO, Lou Gerstner, was first. Best contact for knowing Dr. Maas'15 years as an IBM consultant: Mike Lintner, former Executive Development Officer, IBM 817-781-4900 lintner@epccombine.com ! Jim, you were outstanding - certainly the hit of the meeting for the SC Johnson Global Conference. Contact: H.Fisk Johnson, Chairman and CEO, and Chairman of the Board of S. C. Johnson & Son, Inc. fisk@scj.com ! Presentation to D.E. Shaw & Co.: This was one of our best attended events, and one that is making a lasting impact on our staff. We wanted to pass along some of the excellent feedback we've received: "This is wonderful information to have, and the presentation was fantastic." "This was a fabulous event. I thought the speaker was engaging and his presentation was fascinating. Loved having both the research and practical tips!" "The content was fascinating and the speaker was very engaging." "The topic was very relevant to everyone. The speaker was polished and funny." ! The members of the Institutional Investors Financial Forum raved about your performance and are still talking about your speech weeks later. Your presentation to the Institutional Investor Conference-while not being in the investment area-drew the highest scores: 98.2% on content and 98.8% on delivery. One delegate commented that you deserved a 15 out of 10 and other comments included "the best," "extremely useful to very busy, sleep deprived people," and "well prepared with great delivery." ! Well, you did it! The feedback we received from the Investment Research Conference makes it clear that you were the star of the show. You manage to achieve a wonderful combination of serious content and great humor. ! "Thank you" seems inadequate having watched you engage, even captivate, our audience of hospitality professionals with your incredible presentation for Meeting Professionals International. You were the buzz of the day. ! Talk about terrific!!! You were the hit of the conference!! I was so impressed by the quality of your presentation and the HUMOR!!! Thanks for making all of us at Marriott learn something about ourselves that also translates into

our business. What a win!! More than valuable. It's life changing. ! You absolutely shot the lights out with the Pepsi Cola management group. We ended the day with a cocktail hour and dinner and without question, you were the talk of the evening. Your material is so relevant to just about everything we do on and off the job. While the Pepsi people have been presented to by the likes of Tom Brokaw, Harvey McKay, Tip O'Neill, and John Nasbitt, the person they still talk about most is Dr. Maas. ! You are a wonderfully entertaining speaker with a very important and informative message. Your presentation at Maytag on sleep and the effects of sleep deprivation really left an impact on the audience. You not only left the audience with something they could use professionally, but left them with something valuable they could take home to their families and use in their professional lives. I have heard nothing but positive comments, and I would highly recommend you to anyone looking for a quality speaker. ! The most interesting session at Kodak I have ever attended. Continue to repeat this! ! Your presentation to the Canadian Tax Foundation was entertaining, captivating, animated, and humorous, not to mention the huge take home value to all who attended. Your audiovisual presentation was superior...it was clear in just looking around the room that you were reaching all of the 350 people. ! Your careful preparation and effective leadership generated an enduring impression on the Canadian Society of Association Executives. ! The feedback we received on your presentation, Jim, was most gratifying. All very positive. Many attendees, including the president of Mutual Life and several vice presidents, have told me they felt your presentation was the best we've ever had – great content, great presentation. ! "Power Sleep" once again was hugely successful in our IBM Leadership Skills Program. ! I really enjoyed your talk! Very insightful and I can't stop talking to others about it! We all have kids that are sleep deprived because of competitive sports. Thank you so much for speaking at the conference. It was our best keynote in the 5 years that we've held the conference! BayCare Hospitals Sports Medicine Conference ! I received a lot of great comments from Prairie School parents and students - you have been named the best outside speaker so far at any Prairie event!!!! ! Great presenter! Probably the best speaker and session the International Association of Exhibit Managers has ever presented. Have him back! ! Your presentation for the 2002 Women's Conference for U.S. Senator Grassley was very informative and insightful. It was, without question, one the highlights of the day! ! The executives were captivated by your presentation...the best talk in the two years of the program. The Cornell MBA Program for Executives is not an easy group to please, but you certainly did. ! Your speech to the International Platform Association Convention was terrific. You were at the top of our audience poll, scoring 99 percent. ! The general session presentation you gave for Seagram's went beyond interesting...it was mind staggering! There was a lot learned that can be used in one's everyday life. Preparation, participation and performance were superb. Your presentations were truly the highlight of this meeting and as you promised us, the subject of conversation for the balance of the days. It's interesting how one excellent, compelling and interesting presentation can inject itself into the fiber of a meeting. ! You topped the chart again at the Cornell Johnson Graduate School of Management. First out of forty-three presentations on our program for "overall value of the session". ! Thanks for your superb presentation. People at Novartis commented not only on the high quality of the content of your presentation but also on the energetic style of your delivery, and your sense of humor. ! From the comments, letters, and phone calls, the attendees were delighted with your address at the Religious Conference Management Association Annual meeting. They truly found your presentation to be most rewarding and one they will long remember. ! Every once in a while, something comes along that has a profound influence on someone's life. Your lecture on sleep deprivation to the Upstate New York Medical Society was such an experience. ! We had our "Doubting Thomas" prior to your presentation to the International Sleep Products Association, but no more. May you be doomed to spend the remainder of your natural life speaking to groups everywhere everyday about this subject. Personally, your passion for your subject and the compelling nature of your message are unparalleled. ! I thought your use of different types of media was especially effective, as was the appropriate interjection of humor. As a result of your presentation many of the attendees are being more disciplined in their sleep habits. At Cookson America we all concluded that we will be happier, feel better and actually get more quality work done if we make sleep a priority. Thanks again for a terrific job! It was one of our best presentations ever! ! Wow! In all the years we have brought speakers to Skaneateles Central School never have we experienced someone like you. Your presentation was outstanding. We simply can't thank you enough for having such a positive impact on all of us. The information you provided and the advice you shared hopefully will lead to permanent changes over time. ! United Fresh Produce Dev. Program – Written evaluations for Work Life Balance: The Power of Sleep - Maas: Great - explains a lot; I certainly didn't fall asleep during this one! Great info; Keep it up - great; Terrific presentation. Eye opening experience for me - definitely need to make some changes in my life; Very good - a great change of pace and applicable; Very good - eye opening; This was the best tool I walked away with; This was a reminder of the need for balance; Great; Awesome - I never knew - keep it in the program; Very interesting wake up call; Very interesting - the room was listening. Not information you are usually exposed to and it's very important to your success and your family; This was extraordinary and I plan on trying it; Great! I plan to implement to improve my quality of life. Excellent!! very applicable to my life; Nice change of pace and extremely informative; Awesome facts; Amazing -life altering; Very powerful message! Entertaining, informative - great topic! Excellent presentation - very informative & compelling; Very interesting and informative. Health and Wellness Program Duke University – The Student Affairs staff cannot stop talking about sleep - - in fact, everyone at Duke seems to be focusing on the importance of sleep. Your talk was so very powerful and so very well received - - thanks again for making the trip and being awesome! You hit a home run! Duke Varsity Football Team, Head Coach David Cutcliffe- Thank you for the inspiration, our wide awake quarterback :), a team that listened to you and was fit and well rested..... Your wisdom, wit, and ability to deliver a message impacted our staff and team!! I am an official Dr. Maas cult member per Peyton Manning and many other folks in athletics around the country!! I am a true fan and I do deeply believe in the facts I've learned and read from you!! Hobart and William Smith College I do hope this finds you well? I am a coach at Hobart & William Smith College, who was lucky enough to hear your presentation on sleep to our student-athletes a couple of years ago. You may be pleased to know that since that time our team has posted a sleep chart to monitor their sleep in search of the golden chalice of 9.15 hours a night! We feel that in our first season that this lead to less tiredness, sickness and injury and assisted us in winning the DIII NCAA National Championship. Additional comments from various clients and audiences: ! I've heard many terrific presentations over the years, but yours was one of the very best. The presentation made me look like a genius for suggesting it to the association. ! Outstanding session. WOW!!!– he was great. ! Jim obviously knows his stuff inside and out. It showed. ! Provokes positive thoughts of work/life balance. ! Extremely valuable and thought provoking. Relevant to me personally, as well as to my family and employees. Excellent presentation and very knowledgeable speaker. ! Every single comment about your talk was filled with superlatives. ! One word: Amazing! ! Wonderful, entertaining, enlightening speaker. and did a great job linking the relevance of his presentation to our current and future lives. ! Your excellent speaking abilities were the topic of conversation for the rest of the meeting.

People were so impressed. I could listen to you forever. ! Jim – you were fabulous! What a hit! All of the feedback I heard was tremendous. ! Good to hear that this could work for your schedule. I was previously employed at (one of the world's largest investment banks) and listened to your presentation when you presented at XX. It was a life changing presentation for me and made a real impact on the importance I place on sleep. I would love it if you could speak to the employees here at Amex. David Snedaker, Senior Manager.

– *20+ clients*

Select Client Feedback

You were the overall highest rated speaker for the IBM "Pathways to Growth" Conference (for 2,700 corporate CEO's and Presidents). The program included twelve different distinguished speakers. Dr. Maas is a fabulous speaker. He knows his stuff and articulates it well! It literally woke up a lot of CEO's! You were the highest rated (5 out of 5) on content, virtually tied for the best delivery (4.64), and you were second (4.82) on subject importance—IBM's new CEO, Lou Gerstner, was first.

– **Mike Lintner** *IBM*

Jim absolutely shot the lights out with the Pepsi Cola management group. We ended the day with a cocktail hour and dinner and without question, he was the talk of the evening. Dr. Maas' material is so relevant to just about everything we do on and off the job. While the Pepsi people have been presented to by the likes of Tom Brokaw, Harvey McKay, Tip O'Neill, and John Nasbitt, the person they still talk about most is Dr. Maas.

– **Attendee** *PepsiCo*

I thought your use of different types of media was especially effective, as was the appropriate interjection of humor. As a result of your presentation many of the attendees are being more disciplined in their sleep habits. At Cookson America we all concluded that we will be happier, feel better and actually get more quality work done if we make sleep a priority. Thanks again for a terrific job! It was one of our best presentations ever!

– **Attendee** *Cookson America*