

MARTHA FARNSWORTH RICHE, Ph.D.

The Honorable Martha Farnsworth Riche served as Director of the U.S. Census Bureau between 1994 and 1998. Through Farnsworth Riche Associates, Dr. Riche consults, writes, and lectures on demographic changes and their effects on policies, programs, and products.

She began her career as an economist with the U.S. Bureau of Labor Statistics, then moved to the private sector where she was a founding editor of *American Demographics*, the nation's first magazine devoted to interpreting demographic and economic statistics for corporate and public executives. There she identified and assessed important socio-economic trends, such as the lengthening of dependency among youth ("The Boomerang Age"), and the shift from a youth-dominated population to one where each generation is represented equally ("From Pyramids to Pillars"). In 1991, she became Director of Policy Studies for the Population Reference Bureau, a nonprofit organization devoted to educating the public about the demographic component of policy issues. A fellow of the American Statistical Association, she is the author of numerous articles, papers, and publications in academic and business journals, and a frequent speaker before university, business, and policy audiences.