



# About NORMAN ROSENTHAL

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**D**r. Norman Rosenthal is a best-selling author, internationally renowned psychiatrist and researcher, business and personal coach, and a public speaker. He speaks most often about the gifts in adversity, the health and creative benefits of Transcendental Meditation, and other mental health and wellness related issues. Audiences appreciate Rosenthal's message, delivered with a warm and humorous touch, and have felt delighted while being educated and enlightened.

Dr. Rosenthal gained international attention in 1984 when he led the team that described for the first time the condition of seasonal affective disorder (SAD). He gave the condition its name, and pioneered the use of light therapy to treat it. He went on to author or co-author hundreds of articles on the subject and is considered a leading world authority on SAD and light therapy. He has spoken internationally on the topic, has appeared on national TV and radio, and has written a standard book on the subject – *Winter Blues* (now in its 4th edition) – which the *New York Times* called “a classic work.”

Dr. Rosenthal went on to research and write about other innovative types of treatment. He founded and was CEO of Capital Clinical Research Associates, a clinical trials organization dedicated to conducting both innovative and conventional research. His research on Transcendental Meditation led to his writing the *New York Times* best-seller *Transcendence: Healing and Transformation through Transcendental Meditation*. More recently, he has researched the beneficial effects of Botox on depression and pheromones on social anxiety disorder, both of which have resulted in professional publications. His decade as a CEO, working with major pharmaceutical companies, business associates, and personnel have given Dr. Rosenthal an inside track into the challenges facing people at different levels in diverse businesses.

Dr. Rosenthal has written or co-authored eight books for the general public – most recently, the *Los Angeles Times* best-seller, *The Gift of Adversity: The Unexpected Benefits of Life's Difficulties, Setbacks, and Imperfections*. This topic has captured widespread attention.

Norman Rosenthal earned his M.D. at the University of the Witwatersrand in Johannesburg before moving to New York City in 1976 to become resident and chief-resident of psychiatry at the New York Psychiatric Institute and Columbia Presbyterian Medical Center. After completing his psychiatric residency, he moved to the National Institute of Mental Health in Bethesda, Maryland, where he did his research fellowship and became a tenured researcher, staying on for twenty years to complete his body of research there. He is currently a clinical professor of psychiatry at Georgetown University School of Medicine. He has also maintained a clinical and coaching practice in Bethesda, Maryland for the past thirty-five years.

Norman Rosenthal has delivered galvanizing talks on both sides of the Atlantic to businesses (such as Bridgewater Associates and Morgan Stanley), business forums (Northeastern Health Group for Business, London Business Forum), Non Profits (David Lynch Foundation, Seasonal Affective Disorder Association of the UK, Unity Churches, as well as university departments, and private clinical organizations). He has also delivered keynote speeches (TEDx Lower East Side and Tuerk Conference)

As a speaker, what makes Norman Rosenthal special is his skill at engaging audiences: his warmth, his humor, his original insights, and his ability to communicate his message and leave people with helpful advice that they can use in their lives. Although highly accomplished, Norman Rosenthal is authentic and relates in a very personal way that reaches the heart as well as the mind. Because adversity is a universal and unavoidable human experience, his message resonates with people in all walks of life and at every level – personal and professional. His talks are always practical, emphasizing what people can do here and now. He tells people what they need to know rather than what they may want to hear: for example, that adversity must be accepted as a first step in overcoming it and extracting its gifts. This often involves acknowledging one's own contributions to the adversity in order to fully understand how to harvest its fruits. Audiences have appreciated this message and have felt entertained even while absorbing important lessons and practical advice.

Dr. Rosenthal's writings have received accolades from many people in different walks of life. Of his book *Transcendence*, celebrated television journalist Candy Crowley wrote, “Whether your troubles are deep or you simply know life could be better and healthier, read this book,” while preëminent physician and talk show host Mehmet Oz wrote, “In *Transcendence* he has given us all a gift that will enlighten, entertain, and perhaps even transform.”

In *The Gift of Adversity*, Norman Rosenthal describes the challenges of immigrating to the United States with his wife and infant son. He brings to bear his experiences as family man, psychiatrist, innovative researcher, mentor (his son Joshua is also now a psychiatrist in Maryland), best-selling author, and entrepreneur as he engages audiences on the topic of handling adversity and how to emerge as a stronger, happier, and bigger person.

In a *New York Times* column devoted to the book, veteran journalist Jane Brody wrote of *The Gift of Adversity*, “Every so often an especially insightful book prompts me to reflect on and change my behavior.” Ray Dalio, founder of Bridgewater Associates said, “I am attracted to the *Gift of Adversity* as a subject because I really believe it is a gift. Dr. Rosenthal is remarkably transparent about his transformation. That transparency is a wonderful quality.”