

Celika Caldwell has over 20 years of marketing experience, in the areas of product development, product management, digital marketing and customer experience management.

Currently, Celika serves as the Vice President, AARP Experience Design, where she is responsible for using human centered design to enhance the experience across every consumer touchpoint. In this role, Celika works across the organization, bringing teams together to create new and enhance existing experiences for the 50+ population that AARP serves. Prior to joining AARP, Celika held various marketing and operational leadership positions at FedEx, Citibank, Honeywell, and Deloitte Consulting.

Celika graduated with an MBA from Stanford University's Graduate School of Business as well as a BS in Electrical Engineering from MIT.