## **FULL BIO - 700 words (approx.)**

Assassin of the Alphabet. Bestseller of Books. Loaner of Courage. Advocate of Audacity.

Sorceress of Side-Eyes. Aficionado of Authenticity. Service Sage. Testifier of Truth. Curator of Community. Critic of Culture. Nigerian Noble. Justice Seeker.

**Luvvie Ajayi Jones** is a two-time New York Times bestselling author, speaker and podcast host who thrives at the intersection of humor, media, and justice. Her critically acclaimed books ***Professional Troublemaker: The Fear-Fighter Manual*** (2021) and ***I’m Judging You: The Do-Better Manual*** (2016) were instant bestsellers and established her as a literary force with a powerful pen. Her newest book ***Rising Troublemaker: A Manual for Teens*** will be released this upcoming May 2022.

Luvvie is an internationally recognized speaker whose thought leadership on culture, authenticity, and disruption enables transformative action.

Her renowned TED talk **"Get Comfortable with Being Uncomfortable"** has over 8 million views, has been transcribed into 23 languages, and has placed her in the Top 1% of TED Talks of all time. Luvvie has taken the stage at some of the world’s most innovative and disruptive brands, such as Google, Facebook, Microsoft, Twitter, Spotify, Nike, Bank of America, Salesforce, Deloitte, and Clif Bar. She’s been a featured speaker at noted conferences such as: Cannes Lions, SXSW, Leadercast, 3% Conference, and MAKERS Conference.

A noted writer, she has contributed to several anthologies (***You Are Your Best Thing, Hungry Hearts, Black Girls Rock***) and has written for the New York Times, ELLE and Essence. In addition, her work has been featured in outlets such as *NPR, Forbes, Inc, Fortune, Fast Company, The Chicago Tribune* and more. An 18-year blogging veteran, Luvvie writes on **AwesomelyLuvvie.com**, covering all things culture with a critical yet humorous lens.

Luvvie is the host of a podcast of the same name as her book, **Professional Troublemaker**, where you can listen to her have candid conversations with changemakers who have taken action, caused good trouble and led courageous lives driven by conviction, humor and honesty. Guests like **Bozoma Saint John, Jenifer Lewis, Glennon Doyle, Cynthia Erivo, Donna Brazile, Yvette Noel Schure, Sarah Jakes Roberts, Thasunda Brown Duckett, Tarana Burke, Elsa Majimbo, Elaine Welteroth** and more. Started in February 2018, the podcast has over 3 million downloads, was chosen as “New & Noteworthy” by Apple Podcasts and featured in their “BOLD WOMEN” collection. It was chosen as a “featured podcast” by Spotify, and NPR’s Michel Martin chose it as a “Must Listen.

As a veteran marketer and digital strategist, Luvvie is adept at creating campaigns that make impact and rise above the noise. Most recently, Luvvie created Black Business Luvv (**#BlackBizLuvv**) to fund and amplify Black businesses, which are often under-appreciated, under-mentored and underfunded. #BlackBizLuvv was a month-long campaign highlighting 31 companies, across multiple product categories (skincare, fashion, tech, jewelry, home décor, candles and more). In just 31 days, the #BlackBizLuvv campaign infused nearly **$500,000** into small, Black-owned businesses.

In 2020, Luvvie was co-creator of **#SharetheMicNow**, a campaign that magnified the voices of brilliant Black women through the telling of their stories from the Instagram accounts of prominent white women. The campaign got over 20 billion impressions worldwide, and its impact earned it an honorable mention by Fast Company for “World Changing Ideas.” It also won the Content Marketing Institute’s 2020 B2C Marketer of the Year award. The campaign’s reach has spanned the globe and industries, having been replicated through #SharetheMicUK, #SharetheMicNowHome, and #SharetheMedicalMic, to name a few.

One of Luvvie’s superpowers is her ability to lead and curate dope spaces, which is why she created **LuvvNation**, a platform to build community, find courage, and get life and career cheat codes. Imagine LinkedIn for changemakers.

The University of Illinois at Urbana-Champaign graduate has been honored with her alma mater’s Outstanding Young Alumni Award. She’s received the Council of Urban Professionals Breakthrough Award. She was named a 2021 Rising Star in the For(bes) the Culture 50 Champions list, and Oprah Winfrey chose her as part of her inaugural SuperSoul100 list as someone who “elevates humanity.”

Born in Nigeria, bred in Chicago and comfortable everywhere, Luvvie enjoys laying around in

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As a veteran marketer and digital strategist, Luvvie is adept at creating campaigns that make impact and rise above the noise. Most recently in August 2021, Luvvie created Black Business Luvv (**#BlackBizLuvv**) to fund and amplify Black businesses, which are often under-appreciated, under-mentored and underfunded. In its first year, #BlackBizLuvv infused over $500,000 of sales into Black businesses in the month of August for Black Business Month.

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