

AUTHOR | SPEAKER | BOOK COACH
PROFESSIONAL TROUBLEMAKER

Luvvie
AJAYI JONES

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ABOUT LUVVIE AJAYI JONES

Bestseller of Books. Builder of Brands. Testifier of Truths. Curator of Community. Conduit of Courage. Slayer of Sneakers and Stages. **PROFESSIONAL TROUBLEMAKER.**

Luvvie Ajayi Jones is a four-time *New York Times* bestselling author, speaker and book coach, who thrives at the intersection of culture, business, and leadership.

She has written 4 critically acclaimed bestselling books (including her banner book *Professional Troublemaker: The Fear-Fighter Manual*), establishing her as a literary force with a powerful pen. A 20-year blogging veteran, Luvvie writes on [AwesomelyLuvvie.com](https://www.awesomelyluvvie.com), covering all things culture with a critical yet humorous lens. A prolific writer, she's also contributed to 5 published anthologies.

Driven by her passion for amplifying marginalized voices, Luvvie founded **The Book Academy (TBA)**, a transformative platform dedicated to guiding aspiring and established authors through every stage of book creation and launch. With TBA, she champions ensuring diverse narratives grace bookshelves worldwide.

As an internationally sought-after speaker, Luvvie's thought leadership on culture, authenticity, and disruption sparks actionable change. Her TED talk, "**Get Comfortable with Being Uncomfortable**" has over 9 million views and has been translated into 23 languages, placing her in the Top 1% of TED Talks of all time.

Luvvie is an adept and experienced marketer and brand strategist, earning numerous awards, including the Luminary Award by Black Enterprise, Success Magazine's "Success 25" and "B2C Content Marketer of the Year" by the Content Marketing Institute.

Recognized by esteemed publications such as *Fortune*, *Forbes, Inc.*, and *Fast Company*, Luvvie's influence resonates widely. The University of Illinois alum is a proud Chicagoan, Nigerian and lover of jollof rice.



Her love language is shoes. Her superpower is her side-eye.

SOCIAL MEDIA REACH

As of Feb 2024

Luvvie has a highly-engaged audience that is educated, thoughtful and socially conscious — AND they love all things culture, business and growth.

Audience by Platform



338K



495K



251K



51K+



76K+



34K+

➔ **TOTAL REACH = 1.2M+**

Audience Demographics

85%

WOMEN

22-44

AGES

15%

MEN



Luvvie is verified across all her social channels.

FEATURED **PRESS**

The New York Times

Forbes

ESSENCE



OWN
OPRAH WINFREY NETWORK

**BLACK
ENTERPRISE**

Inc.

BET★



Chicago Tribune

People

SUCCESS

okayafrica.

ADWEEK

HUFFPOST



Good Housekeeping

FASTCOMPANY



THE **ROOT**

CHICAGO
SUN-TIMES

CHICAGO
MAGAZINE

CISION▶▶
Power your story.

FEATURED AWARDS

Luminary Award

Black Enterprise, 2023

B2C Content Marketer of the Year

Content Marketing Institute, 2020

Breakthrough Leadership Award

Council of Urban Professionals, 2017

The Badass 50

InStyle Magazine, 2022

OkayAfrica's 100 Women

OkayAfrica, 2017

The Root 100

TheRoot.com, 2013, 2014, 2017

Success 25

Success Magazine, 2022

Outstanding Young Alumni Award

University of Illinois LAS, 2017

Rockstar Award

ADCOLOR, 2016

For(bes): The Culture 50 Champions

Forbes, 2021

Ebony Power 100

Ebony Magazine, 2017

America's 50 Most Influential Women

Marie Claire Magazine, 2016

Muse100 Culture Composer

Ulta Beauty, 2021

2017 Audie Award for Best Humor Book

Audio Publishers Association, 2017

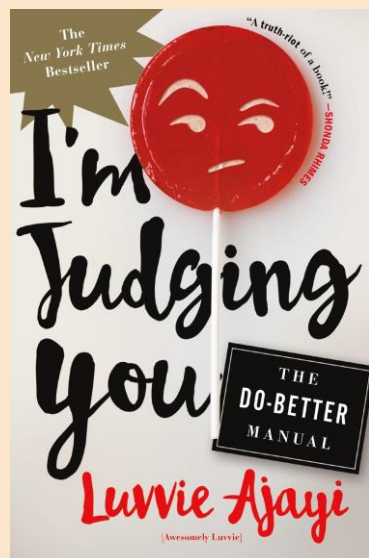
SuperSoul 100

Oprah Winfrey Network, 2016

BESTSELLING BOOKS

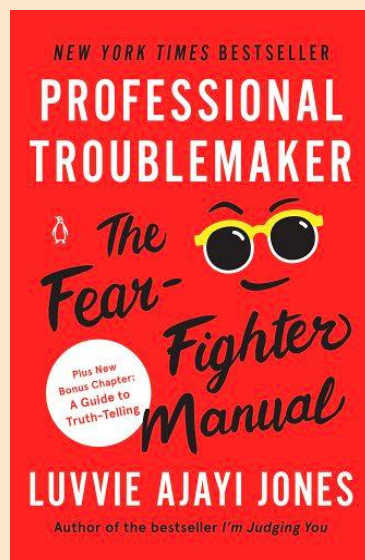
Luvvie has written 4 critically acclaimed books, instant *New York Times* bestselling books, with her debut in 2016. Her latest book is the beginning of a children's book series (*LITTLE TROUBLEMAKER MAKES A MESS*) and has been in used in classrooms across 30 states.

I'M JUDGING YOU: The Do-Better Manual



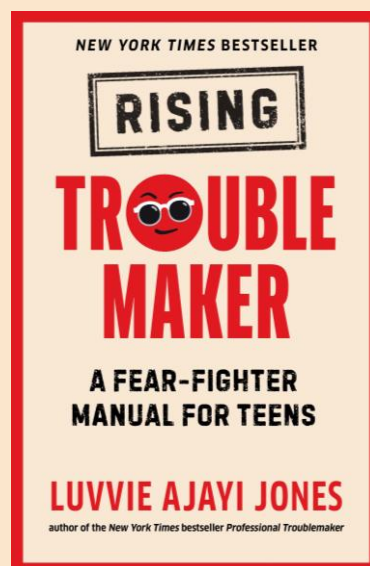
2016

PROFESSIONAL TROUBLEMAKER: The Fear-Fighter Manual



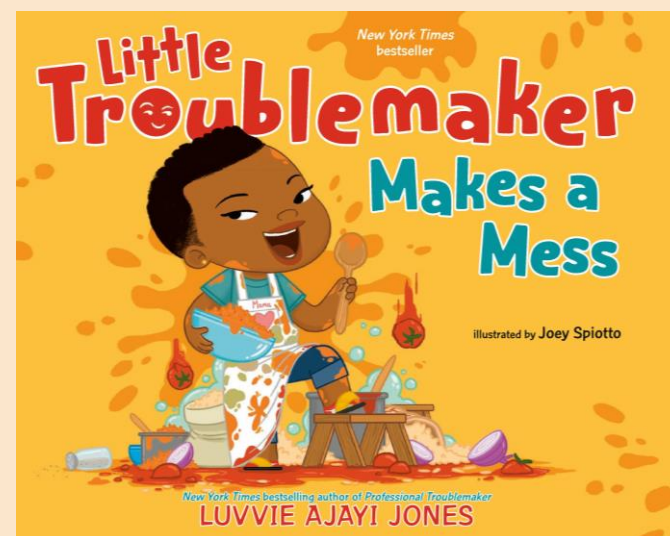
2021

RISING TROUBLEMAKER: A Fear-Fighter Manual for Teens



2022

LITTLE TROUBLEMAKER Makes a Mess



2023

Learn more about her books at Luvvie.org/Books

SOUGHT-AFTER **SPEAKER**

Luvvie Ajayi Jones is a sought-after keynote speaker who has taken stages all over the world to cover all things Leadership, Authenticity and Disruption. Her wildly popular TED talk, "*Get Comfortable with Being Uncomfortable*" has over 9 million views, putting her in the top 1% of speakers to grace their stage.

Luvvie has spoken at some of the world's most innovative conferences and companies, such as:



Learn more about her speaking engagements at [Luvvie.org/speaking](https://luvvie.org/speaking)

SIGNATURE TALKS AND KEYNOTES



COURAGEOUS LEADERSHIP: THE PROFESSIONAL TROUBLEMAKER'S GUIDE TO COMPETITIVE ADVANTAGE

In an era where disruption is inevitable, the choice becomes: lead it or be led by it. Today's most successful organizations aren't just surviving disruption; they're cultivating Professional Troublemakers: leaders who challenge constructively, innovate strategically, and transform boldly.

Drawing from her New York Times bestseller "Professional Troublemaker," Luvvie Ajayi Jones presents her framework on how to build a culture of innovation within teams.

Ideal for: C-suite executives, senior leadership teams, and high-potential leaders driving organizational transformation. Essential for companies seeking to build future-ready cultures and sustainable innovation advantages.



BUILDING BRAND LEGACIES: MOVEMENTS, NOT JUST MOMENTS

In today's saturated market, brands face the challenge of capturing not only attention but genuine loyalty. **Companies that tell compelling stories and embrace bold authenticity are the ones that rise above the noise and foster devoted communities.** In this dynamic keynote, Luvvie reveals how powerful storytelling drives lasting brand success.

Drawing from her experience at the intersection of culture and leadership, Luvvie will illustrate how to create stories that naturally align with your organization's mission and values. **Attendees will learn to turn content into deep connections by communicating these stories effectively across multiple platforms.** This talk will equip you with actionable strategies to overcome storytelling roadblocks, like navigating digital change and managing internal hesitations, so your brand can thrive.

Ideal for: companies looking to elevate their marketing, foster engagement, and transform consumers into brand evangelists.



THE PROFESSIONAL TROUBLEMAKER ASSESSMENT: UNDERSTANDING YOUR TEAM'S DISRUPTION DNA

In this keynote, Luvvie reveals the Four Types of Professional Troublemakers, a groundbreaking framework that will help you reshape how your organization thinks about leadership, innovation, and team dynamics.

Luvvie demonstrates why the most successful organizations celebrate their Truth Tellers, Mind Molders, Heart Helpers, and Bridge Builders. Leaders will discover why thoughtful disruption isn't one-size-fits-all, and how understanding their team's natural disruption styles can unlock new levels of innovation.

Ideal for: Organizations and leaders who want to understand not only their own disruption superpower, but how to identify and unleash these capabilities across their entire team. The goal is to enhance collaboration, deepen communication, and build trust so teams that don't just embrace change – they lead it.

WHY LUVVIE IS **THE SPEAKER YOU NEED**

INSPIRING

"She inspired attendees to get comfortable with being uncomfortable and understand that how anyone chooses to face challenges and change is critical. She really inspired everyone to be a domino, at a time that is so important in multiple ways."

— Alexandra L. (Associate Manager, Ad Sales Marketing at Univision Communications, Inc)

ACTIONABLE

"Luvvie kicked off an internal, full-day event (which convened more than 18,500 of our talents across the US and Canada) with a charge for us each to Speak Truth to Power and Be the Domino. The session was top-rated amongst our talent, and is still referenced even months after our event occurred!"

— Ronnie D. (US Chief Diversity Officer of Publicis Groupe)

MEMORABLE

"Despite only having spent a few short hours with our team during the debrief and our quick prep call, Luvvie was truly able to deliver a message that was uniquely her own but tied in beautifully to the messages and sentiment we wanted our participants to walk away with."

— Amma O.E. (Onboarding and Recruiting Diversity Leader at PricewaterhouseCoopers LLP)



ABOUT AWE LUV MEDIA



Awe Luv is a multimedia company that creates work and content to enable people to take disruptive action, feel joy and think critically in order to leave this world better than they found it.

Led by Luvvie Ajayi Jones, it has reached over 1.2 million people across its owned platforms and social spaces.

AWESOMELY LUVVIE

The Blog

An award-winning site covering all things culture with razor sharp commentary and wit. Luvvie's writing style is known for its ability to cut through the noise and get to the heart of the matter, with clarity, humor and deep insight.

7 Million+
PAGE VIEWS

PROFESSIONAL TROUBLEMAKER

The Podcast

A space where Luvvie is in conversations with industry leaders and trailblazers. Having over 3 million downloads, it was chosen as "New & Noteworthy" by Apple Podcasts and has been featured as part of their "Inspiring Women," "Black History Makers," and "Listen. Reflect." collections.

4 Million
TOTAL DOWNLOADS

THE LUVVLETTER

The Weekly Newsletter

Luvvie's weekly note to her audience, on all things culture, leadership, business and growth. It goes out to over 76,000 subscribers, *with an open rate that is double the industry standard.*

50,000
SUBSCRIBERS

CONTACT TEAM AWE LUV!

As a bestselling author, speaker, multimedia host and strategist, Luvvie brings her **16+ years** and experience in Marketing, Communications and Culture writing to create work that rises above the noise.

You can find her on all platforms as **@Luvvie**



General inquiries: info@aweluv.com

Speaking inquiries: speaking@aweluv.com

For more on Luvvie's work, experience and projects, visit **LUVVIE.ORG**

