

# Lisa Apolinski

*The Authority On Authority Power*

30+ Years · \$1.5B+ Revenue Generated · 5 Books Published



## BIOGRAPHY

Lisa Apolinski is an international author and speaker who helps professionals establish themselves as industry authorities through strategic content development and brand legacy building. With over 30 years of marketing expertise, including leadership roles at Fortune 500 companies, she founded her own agency to help businesses craft compelling messaging strategies.

Her work has generated more than **\$1.5 billion in new revenue** for clients over the past 13+ years. Known as "America's Digital Content Futurist," Lisa has authored five books, including the globally recognized *Persuade With a Digital Content Story* and the Amazon #1 new release *The Most Amazing Marketing Book Ever* (as co-author).

Lisa's insights on digital marketing and small business growth have been featured in **Forbes** and **The New York Times**, establishing her as a leading voice in content strategy.

## AREAS OF EXPERTISE

<ul style="list-style-type: none"><li>● <b>Authority Power</b> Build your reputation and credibility</li></ul>	<ul style="list-style-type: none"><li>● <b>Content Strategy</b> Create trust and relationships</li></ul>
<ul style="list-style-type: none"><li>● <b>Personal Branding</b> Making your brand human</li></ul>	<ul style="list-style-type: none"><li>● <b>AI Integration Into Leadership</b> Balance AI with human expertise</li></ul>
<ul style="list-style-type: none"><li>● <b>Marketing &amp; Communications</b> Create intentional messaging</li></ul>	<ul style="list-style-type: none"><li>● <b>Digital Storytelling</b> Craft compelling digital narratives</li></ul>

ON STAGE

# Popular Keynotes

- 01 Authority In An AI Dependent World**  
How leaders maintain expertise while leveraging AI
- 02 Establish Your Area Of Genius**  
Identifying your unique strengths for market authority
- 03 The Future of Marketing**  
Trends shaping the next decade
- 04 Storytelling In The Land Of AI Generated Content**  
Keeping content human

AS SEEN IN

# Featured In

Lisa has been widely quoted and featured in leading global publications for her groundbreaking work in digital engagement strategy.

<b>Forbes</b>	<b>The New York Times</b>	<b>Yahoo Finance</b>	<b>PRNews</b>
<b>TSNN</b>	<b>HotelTechReport</b>	<b>HFTP</b>	

*" Being known for your area of genius makes you sought after, even when AI is at your heels. The investment in yourself will always provide solid returns.*

# Authority In An AI Dependent World

## *How Leaders Keep Human Expertise In The Mix*

In today's rapidly evolving business landscape, artificial intelligence has become both a powerful tool and a potential threat to established authority. While AI can accelerate innovation and streamline processes, leaders who over-rely on it risk diluting their unique expertise and eroding the trust that forms the foundation of their market position.

This thought-provoking keynote addresses the critical balance between leveraging AI for competitive advantage while preserving the human elements that build genuine authority.

### Key Outcomes

- ✓ Establish balance between AI efficiency and human capability
- ✓ Identify common credibility pitfalls in AI over-reliance
- ✓ Develop strategies to maintain expertise while scaling
- ✓ Transform technology adoption to align with IP
- ✓ Build frameworks for responsible AI integration

### Measurable ROI

- ✓ Preserve market leadership and reputation integrity
- ✓ Implement AI responsibly without eroding trust
- ✓ Achieve competitive advantage through balanced innovation
- ✓ Maintain thought leadership position in industry
- ✓ Protect intellectual property while scaling operations

AUTHOR

## Published Works

**#1 NEW RELEASE ON AMAZON**

### **The Most Amazing Marketing Book Ever**

Revolutionary marketing strategies for the modern business landscape.

**TOP CONTENT MARKETING BOOK GLOBALLY**

### **Persuade With A Digital Content Story**

Master the art of digital storytelling to build authority and drive engagement.

**A 2,000-YEAR-OLD BRANDING ROADMAP**

### **The Greatest Personal Brand Story Ever Told**

Discover how to humanize your brand by understanding the people behind it.

**CREATIVE GUIDE FOR DISRUPTIVE TIMES**

### **Grow Your Market Share In A Zombie Apocalypse**

Use imaginative scenarios to prepare for unexpected market shifts.

**CRISIS COMMUNICATION ESSENTIALS**

### **Weathering The Digital Storm**

Keep your brand trusted and credible during turbulent digital challenges.

PRAISE

## Client Testimonials

" *Lisa lays out the path for how to create powerful digital content using a proven formula. Lisa shows how storytelling can work for everyone.*

— **Tom Searcy**

Author of *How To Close A Deal Like Warren Buffett*

" *Lisa provides content that is simple, succinct, wise and overflowing with captivating examples of stories for business. She provides guidance to succeeding in the world we now inhabit.*

— **Michael Hauge**

Hollywood story expert and business expert

" *Lisa takes the audience on a journey to authority power. If you want to be recognized in your industry and get the expertise to get you there, Lisa is the go-to.*

— **Deborah Spring Laurel**

Master Trainer

" *Beyond her incredible marketing expertise, social media savvy, and next-level branding ideas that drive real results, Lisa is an absolute powerhouse on stage. Your audience will thank you.*

— **Carolann Valentino**

15X Award-Winning Empowerment Edutainer

## BOOK LISA APOLINSKI

Ready to transform your organization's approach to authority and AI integration?

**Website:** [www.speakerbooker.com](http://www.speakerbooker.com) | **Phone:** 718-772-9103