

# Approved bios for every context.

Use these versions for event programs, speaker pages, social profiles, media features, board materials, and introductions.

## One-line bio

Brand and business growth strategist - keynote speaker - executive coach - founder of Claridi.ai - 23+ years helping leaders turn complexity into clarity and stronger growth.

## Short bio

Kristin Ludwick is a brand and business growth strategist, keynote speaker, executive coach, and founder of Claridi.ai. With 23+ years of experience, she helps CEOs and leadership teams clarify direction, differentiate their businesses, connect sales with marketing, and build practical strategies for stronger growth.

## Standard bio

Kristin Ludwick is a strategic marketing and growth executive with more than 23 years leading brand, marketing, go-to-market, and transformation initiatives across B2B, B2C, agencies, multi-location businesses, startups, and enterprise organizations. She serves as a fractional CMO and executive advisor to CEOs, founders, and leadership teams - helping them clarify positioning, align sales with marketing, and translate strategy into execution. Kristin is the founder of Claridi.ai, creator of the Cognitive Synthesis method, and a keynote speaker on strategic thinking, differentiation, and organizational alignment.

## Long bio

Kristin Ludwick has spent more than 23 years helping organizations see the problem behind the problem. A brand and business growth strategist, keynote speaker, executive coach, and fractional CMO, she connects the disciplines businesses often keep separate: brand, messaging, customer experience, systems, AI, marketing, measurement, and leadership. Kristin has built marketing functions from the ground up, led national initiatives spanning more than 450 locations, advised CEOs and executive teams, and worked across seven industries. She is the founder of Claridi.ai, an intelligent strategy platform created to democratize the disciplined thinking behind strong brand and growth decisions. Through keynotes, coaching, consulting, workshops, and writing, Kristin teaches leaders to see the whole system, find the pattern, ask better questions, connect the signals, and choose with clarity.

Please preserve meaning and credentials when editing for length. For approval questions:  
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