



KRISTIN LUDWICK

Better Thinking. Stronger Growth.

Brand and business growth strategist, keynote speaker, executive coach, and founder of Claridi.ai.

Kristin helps leaders see the whole system, find the pattern, and turn complexity into clear decisions that create stronger growth.

BOOKING: kristin@ludwickconsulting.com | kristinludwick.com



ABOUT KRISTIN

She sees the problem behind the problem.

Kristin Ludwick is a strategic marketing and growth executive with more than 23 years helping CEOs, founders, and leadership teams cut through complexity, clarify positioning, align sales and marketing, and build systems that turn strong work into sustainable growth.

Her experience spans B2B, B2C, agencies, multi-location businesses, startups, and enterprise organizations. She has built marketing functions from the ground up, led national initiatives across 450+ locations, advised executive teams, and served as a fractional CMO across seven industries.

Today, Kristin speaks, coaches, consults, and designs workshops that democratize strategy - making better thinking practical and accessible at every level.

IDEAL AUDIENCES

CEOs and leadership teams - marketers and growth leaders - business owners and founders - independent consultants and creators - associations and conference audiences

SIGNATURE KEYNOTES

Ideas people keep using after the applause.

Think Like a Strategist

Why better thinking creates better business.

A practical, energizing keynote about seeing systems, finding patterns, and making clearer choices before jumping to tactics.

Stop Selling Products

Customers buy value - not products.

A fresh look at differentiation, customer understanding, and the gap between what organizations sell and what people actually value.

The Pattern Is the Point

Understanding people changes everything.

A keynote about connecting customer signals, business context, and human behavior to reveal the opportunity hiding in plain sight.

AVAILABLE FORMATS

Conference and association keynotes - company kickoffs - leadership summits - panels - fireside chats - podcasts - virtual events - keynote plus workshop combinations

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 Ludwick Consulting, founder of Claridi.ai, creator of the Cognitive Synthesis method, and a keynote speaker on strategic thinking, sales differentiation, and organizational alignment.

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 leaders connect brand, messaging, systems, AI, marketing, measurement, and leadership into clear strategies for stronger growth.

One-line bio

Kristin Ludwick helps leaders think more clearly, connect what others keep separate, and turn strategy into stronger growth.

Short introduction

Our next speaker has spent more than two decades helping CEOs and executive teams stop chasing marketing tactics - and start building strategies that actually work.

She is a fractional CMO, a strategic advisor, the founder of Claridi.ai, and the creator of the Cognitive Synthesis method.

Please give a warm welcome to - Kristin Ludwick.

Full introduction

Our next speaker has a rare skill. She sees the problem behind the problem.

For twenty-three years, Kristin Ludwick has helped CEOs, founders, and leadership teams cut through complexity - clarifying positioning, aligning sales and marketing, and building strategies that turn great work into real growth.

She is the founder of Claridi.ai and creator of the Cognitive Synthesis method. Her message is simple: the ability to think clearly is the advantage behind every other advantage.

Please give a warm welcome to - Kristin Ludwick.

Simple, professional, and audience-first.

Please review these requirements with your AV team at least two weeks before the event.

Audio

Wireless lavalier or over-ear microphone, with a handheld backup. Five-minute soundcheck approximately 30 minutes before the program.

Visuals

16:9 widescreen projection or LED wall. Presentation slides pre-loaded and tested. Confidence monitor visible from stage.

Stage

Clear movement area, water within reach, and a view of the audience whenever the room format allows.

Program

Confirm keynote length, Q&A;, transitions, introductions, and moderated conversation before event day.

Travel and logistics

Coordinate travel, ground transportation, lodging, onsite contact, venue access, and final call times with Kristin's team.

LET'S BUILD THE ROOM AROUND THE OUTCOME.

Book Kristin Ludwick

Share your audience, date, format, topic interest, and the change you want the room to experience. Kristin reviews inquiries personally and responds within two business days.

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