

CREATIVE CONCEPTS

Valorie Luther

Founder & Chief Strategist

Brand strategist, researcher, and educator focused on how organizations remain visible, trusted, and chosen as AI reshapes search, discovery, and consumer decision-making.



ABOUT

Valorie Luther helps leadership teams future-proof brand visibility in an AI-driven world. With 20+ years guiding brands through digital transformation, her expertise spans AI visibility optimization, crisis intelligence for viral threats, and neuromarketing validation.

SIGNATURE TOPICS

Formats: Keynote | Workshop | Executive Briefing

AI Visibility & Discoverability

Why brands are becoming invisible to AI search and what leadership must do to remain discoverable and trusted.

Brand Defense in the Misinformation Age

How viral misinformation triggers immediate consumer abandonment. Why monitoring fails and how semantic analysis neutralizes threats before damage scales.

Creating Content for Humans & Machines

Practical framework for content that performs across traditional SEO, AI agents, and human audiences.

Women in Business: Influence & Resilience

For women leaders navigating digital disruption and building sustainable careers with healthy boundaries.

BOOKING & INQUIRIES

[Esme Skye](#)

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LinkedIn: [@ValorieLuther](#)

Based in Boston

Available for global travel

CREDENTIALS

Founder & CEO, Creative Concepts

Adjunct Professor, Boston University

Published researcher, Palgrave
Macmillan/Springer

MS Global Marketing, Boston University

IDEAL FOR

Executive teams, brand and marketing leaders, crisis professionals navigating AI-influenced ecosystems and viral reputation threats.

*Recent engagements: Northeastern University,
Boston University PRSSA, industry forums*