

A woman with short brown hair and glasses, wearing a black long-sleeved top and a dark pleated skirt, is seated in a light-colored armchair. She is smiling and holding a microphone in her right hand. The background is a plain, light-colored wall. In the foreground, the backs of two audience members' heads are visible, one with grey hair and one with brown hair.

Ashley Laabs

Helping Leaders Unlock Impact
by Unmuting Their Expertise

Thought Leadership Coach and Keynote Speaker

Let's Skip to the Good Part

WHY CHOOSE ASHLEY?	3
ABOUT ASHLEY	4
SIGNATURE TALKS	5
PODCAST & PANEL TOPICS	8
TESTIMONIALS	9
ASHLEY'S PODCAST	10
PODCAST APPEARANCES	11
HEADSHOT & INTRO	12
CONTACT INFORMATION	13

Why Choose Ashley?

LinkedIn and thought leadership
“gurus” are everywhere. Here’s
how Ashley stands out:

#1 Speaking From Experience

Ashley brings over 15 years of experience across a range of marketing specialties, content types, and industries. Her work with day-1 startups and the world’s largest brands means she can contextualize her content for an equally wide range of audiences.

#2 Empathy & Energy

Ashley has been on stages since she was 5 years old. As a singer, multi-instrumentalist, actor, and dancer, she’s comfortable in the spotlight and knows how to bring energy that draws people in.

#3 Real-World Impact

Ashley has been selected to take the stage at private executive networks, national conference circuits, educational programs, and private companies across the country. Her engagements have helped countless marketers and leaders pursue their goals through unforgettable personal brands.

#4 Tailored To You

Ashley adapts her talks to each occasion, ensuring that every audience is empowered to take action with confidence. She partners with event organizers to target her stories and insights for maximum impact.

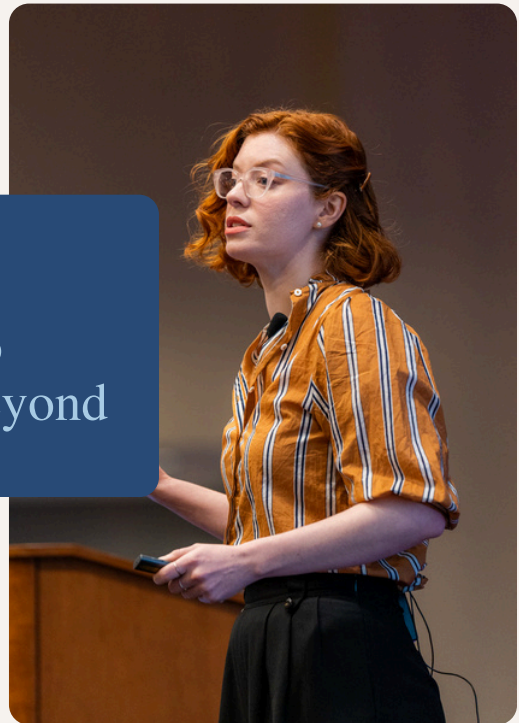
About Ashley

Ashley Laabs is an experienced thought leadership coach and executive ghostwriter who helps leaders turn their expertise into opportunity.

Ashley Laabs: Teaching Leaders to Become Go-To Experts on LinkedIn & Beyond

Great work doesn't speak for itself. That's what Ashley learned over 15 years of writing for global brands and building editorial strategies across dozens of industries. Innovative products, life-changing services, and exceptional leaders all go under the radar because of one missing essential: a story that resonates.

In her work with B2B founders and executives, Ashley helps leaders gain visibility by reconnecting with their values, expertise, and their communities. She helps them own their voice and build networking habits that can nurture their careers and businesses for decades.



During a time of technological upheaval, her mission is to help leaders see that success doesn't require shrinking themselves to fit.

Bring her into your next podcast episode or event to share why personal brand is just good business, and how your audience can start the journey to visibility today.

Building a Magnetic Personal Brand on LinkedIn

Earning the trust of your audience isn't about shouting louder than the competition, it's about clarity that cuts through the noise.

In “Building a Magnetic Personal Brand on LinkedIn,” Ashley delivers a practical and empowering talk designed for senior leaders and founders who are ready to amplify their impact and build a legacy.

This session teaches attendees what it means to attract clients, collaborations, and valuable communities just by being themselves. They'll learn to stop the scroll by turning their expertise and their genuine personality into an unforgettable reputation.

Her session breaks down the obstacles that keep brilliant leaders in the shadows, teaching them how to translate the ephemeral idea of authenticity into simple stories and principles they can implement today.

We'll help attendees reconnect with the passion behind their digital presence and unleash it with confidence. Ashley's energetic storytelling, data-driven insights, and client experiences come together in a session that leaves leaders feeling energized to lead their industry on LinkedIn and beyond.

Key Takeaways for Attendees

→ **Owning Authenticity:** Understand what makes you magnetic in a sea of sameness.

→ **Strategic Storytelling:** Find the core of your thought leadership through the stories that define your narrative.

→ **Power Networking:** Activate the community you have and learn how to grow with intention.

→ **Handling the Haters:** Learn how to deal with negative comments without letting them hold you back.

→ **Mindset Refresh:** Turn thought leadership from a task into a mission by seeing opportunity more clearly.

AVAILABLE FORMATS:

In-Person Workshop,
Virtual Presentation or
Large-Stage Keynote

WHO THIS IS FOR:

Executives founders,
aspiring leaders,
speakers, coaches

Thought Leadership & The Next Frontier of B2B Marketing

In the age of AI and automation, your audience is more desperate than ever for something that feels real. That's why companies are increasingly bringing their brands to life through their leaders and experts.

During this session, Ashley gives marketing leaders a fresh perspective on thought leadership: how it evolved, why it works, and how to incorporate it into their marketing ecosystem.

She combines real-world industry examples with practical strategies to help attendees gain buy-in, activate their leadership team, and avoid common pitfalls.

This talk is perfect for B2B marketing orgs feeling the squeeze of lean resources and small teams, or marketing leaders who feel like the old playbook isn't working.

Listeners will walk away energized with new ways to improve their brand reputation and marketing reach by partnering with the experts their audience wants to hear from most. They'll be reminded that, even in an era marked by automation and technology, the humanity within our brands is what will propel us forward.

Key Takeaways for Attendees

→ **Business Case:** Data and insights that help marketers make their case to the leadership team.

→ **Best Practices:** Ways to structure your company's thought leadership practice and set everyone up for success.

→ **Editorial Planning:** Ideas for finding your internal SMEs' best contributions.

→ **Troubleshooting:** Solutions for common obstacles at each stage of the process.

→ **Inspiration:** Real world examples, case study insights, and powerful storytelling.

AVAILABLE FORMATS:

In-Person Workshop, Virtual Presentation or Large-Stage Keynote

WHO THIS IS FOR:

Marketing managers, executives, founders, coaches, speakers

From Résumé to Growth Catalyst: LinkedIn Profiles That Convert

Your LinkedIn profile is your virtual handshake, making connections and opening doors to new opportunities while you sleep. So why are leaders treating it like a résumé?

In this session, attendees will learn how to squeeze every drop of potential from their LinkedIn profiles. With Ashley's expert guidance, they'll gain the confidence to expand their reach, deepen relationships, and drive opportunities with a presence that stops the scroll.

Learners will gain the skills to completely reframe how they show up online by centering their narratives on the problems that keep their audiences up at night – and the transformations they want most to create. Plus, they'll walk away with a better understanding of LinkedIn's conversion tools and how they work across different use cases.

This session is a practical guide for showing up as a must-know expert and turning profile visitors into real connections. From banner image to recommendations, their LinkedIn profile will never be the same after this high-impact makeover.

Key Takeaways for Attendees

→ **Conversion Tactics:** Techniques for transforming your profile from dead end to active lead generator.

→ **Audience Hooks:** Strategies for creating messaging that gets in your ideal client's head.

→ **Step-by-Step Guidance:** Tips for optimizing every field of your LinkedIn profile so it works harder for you.



AVAILABLE FORMATS:

In-Person Workshop,
Virtual Presentation or
Large-Stage Keynote

WHO THIS IS FOR:

Job seekers, executives,
founders,
entrepreneurs, small
business owners

Topics Available for Panels & Podcasts

Unmasking Leadership & The Work of Being Seen

→ **Visibility through vulnerability:** How to find success by setting down the shields of perfection.

→ **Earning authenticity:** Seeing authenticity as a practice, not a character trait.

→ **Emotional currency:** Building authority by relating to your audience's feelings before you fix their problems.

The Composure Effect: How Content Becomes Influence

→ **People over algorithms:** Throw out best practices to create a better experience for your audience.

→ **Creating onramps:** Seeing the dead ends in your presence and paving new paths to conversion.

→ **The long game:** Building a content practice that snowballs over time instead of cold-pitching now.

Magnetic Executive Presence

→ **Speak up for your work:** Why storytelling is the missing rung on your career ladder.

→ **Build in public:** Strategies for letting people behind the curtain while looking put together.

→ **Right-sized expectations:** Ditching the hype and dialing in the KPIs that define success for you.

Don't Be A LinkedIn Lunatic

→ **Keeping it real:** Tap into the everyday stories that will have the biggest impact on your audience.

→ **Keeping it relatable:** Learn the murky line between aspirational and bragadocious--and don't cross it.

→ **Keeping it private:** Get in touch with your boundaries about what to post, what to keep quiet, and why.

“Ashley brings warmth, thoughtfulness, and intention to every conversation. As the host of The Ripple (a podcast from my company, Wednesday Women), she has a way of making guests feel truly seen and at ease—which leads to the kind of honest, meaningful dialogue that really sticks with you. Her questions are always thoughtful and spot-on, and she knows just how to guide a conversation without ever overshadowing it. She’s a highly capable, proactive, and positive presence that would light up any stage or show she’s invited to be a part of.”

— Melissa Moody, Co-Founder of Wednesday Women

“Her presentation was visually clear, well-organized, and full of immediately applicable tips. I left with actionable insights I could implement right away to strengthen my LinkedIn profile.”

— Julie Pham, Founder of Curiosity Based

“Her sessions leave learners feeling empowered, hopeful, and confident about where to start.

Ashley’s teaching style is respectful, inclusive, and dynamic (she keeps everyone engaged, even on Zoom!). She’s also a dream to work with – professional, responsive, and crystal-clear on expectations.”

— Chantel Elliott, Co-Founder of 321 Growth Academy

“When Ashley speaks, you know she knows what she’s talking about. Her presence is grounded, knowledgeable, and approachable. She has an intuitive ability to meet people where they are without making anyone feel lost or left behind. She helps you see that what she is sharing is not only important but critical to success in business right now.”

— Zovig Garboushian, CEO of Boldness Ablaze

What People Are Saying About Ashley

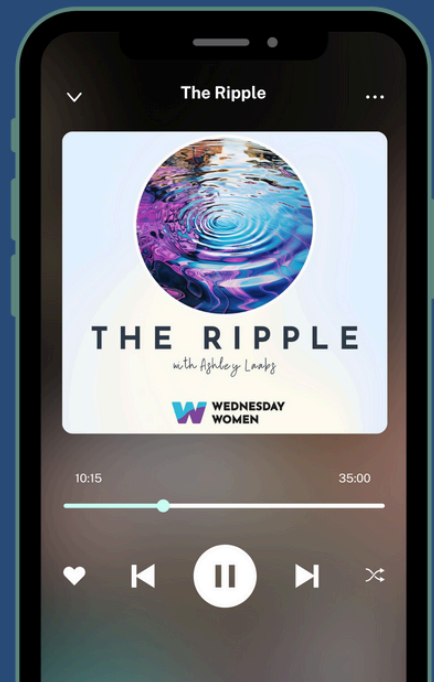
Ashley's Podcast

The Ripple is a must-listen for women leaders determined to make big waves.

Hosted by Ashley Laabs and produced by women's executive network Wednesday Women, **The Ripple** is a podcast that celebrates and amplifies stories of authentic executive women leaders. By sharing their career journeys, we hope to create a ripple effect, inspiring women everywhere to show up with confidence.

Co-Founders Melissa Moody and Leslie Greenwood bonded over a shared mission: to get more women executives and founders in their social feeds. They wanted to hear from talented business leaders and soon realized: many of those women were too busy doing the work to talk about it. So they joined forces with Ashley to raise the visibility of exceptional women in short episodes with big impact.

5/5 ★★★★★
Listener Reviews



Listen on Apple Podcasts



Listen on Spotify

Podcast Appearances



Ashley Laabs has become a sought-after guest on marketing, leadership, career, and business podcasts, where she shares practical strategies and relatable stories about building authority as an expert.

Headshot & Intro

Approved Headshots

Please use the following approved headshot for any marketing or print materials. Click the button below to download the full resolution image.



[DOWNLOAD HEADSHOT](#)

Speaker Introduction

Please use the following approved speaker introduction to introduce the speaker before they go up on stage.

Ashley Laabs (pronounced “Lobs”) is a LinkedIn ghostwriter and thought leadership coach. She founded Composure Digital after 15 years of working with global brands like Amazon, Microsoft, eBay, T-Mobile, and Headspace to help leaders stop hiding behind the company logo.

Ashley’s unique process helps founders and executives move their companies forward by making them the go-to expert in their space. She’s helped hundreds of leaders build high-value networks, attract aligned opportunities, and discover their big ideas.

Today, she’s here to share her take on [TOPIC OF PRESENTATION] so you can take your rightful place in the spotlight today. Let’s give a warm welcome to Ashley!

ASHLEY LAABS

CONTACT INFORMATION

SPEAKER KIT



Book Ashley Today!

To schedule Ashley for your event or to learn more about her availability and speaking fees, please reach out to us:

Email: ashley@composuredigital.com

Phone/Text: (248) 275-8049

Website: www.composuredigital.com

Book Ashley For Your Next Event

