

KAREN HEWITT

Ethical Psychology & AI-Driven Marketing Built on Community, Not Manipulation



Available for Podcasts · Summits · Keynotes · Workshops

Karen Hewitt founded Blossom to Success and created the Disruption Archetypes and Disruption Heat Scale, frameworks that close the gap between how brands think they're showing up online and how audiences actually experience them.

Her signature talk, Demographics Is Dead, makes the case for psychological and emotional marketing rooted in integrity, and for using AI to scale genuine connection rather than manipulate it. Where many marketers weaponize psychology for short-term attention, Karen builds an inclusive, community-first strategy that turns followers into loyal brand fans.

She's a best-selling author in several anthologies, the author of Duck Eagle Owl, and hosts three podcasts, including Tea and Coffee Hub with Steve Feld.

Book Karen to bring Demographics Is Dead, or other topics, and a masterclass in ethical, AI-era marketing — to your stage, podcast, or next event.

AuDHD marketer and Human Dignity Advocate

TALKING POINTS

Marketing With Integrity

- **Demographics Is Dead**
Why demographic targeting fails, and what replaces it.
- **Ethical Psychology & Emotional Marketing**
Influence built on integrity, not manipulation.
- **Ethical AI in Marketing**
Scaling real connection without losing the human element.
- **Inclusive Community, Loyal Fans**
Building brand loyalty without weaponized psych tactics.

Frameworks & Systems

- **The Disruption Archetypes & Heat Scale**
Closing the gap between intention and perception.
- **Omnipresence Without Burnout**
Sustainable visibility across every platform.
- **The 7-2-1 Posting Mix**
A content rhythm that converts without burning out.

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Bookings and scheduling are handled directly by Vinh on Karen's team: reach out anytime to get something on the calendar.



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