



Strategically Branded Web Design • Personal Celebrity Branding • Corporate Culture Development

Ariana's Appearances:



About Ariana Ayu

Ariana A. Ayu has been called "America's Mojo Maven" and is NAPW's 2014/15 Woman of the Year. Ariana is the CEO and founder of several companies including Ayutopia Int'l, LLC, which specializes in external AND internal branding: building strategically-branded websites, personal celebrity brands, and values-driven brand cultures.

Electronic Press Kit

For Ariana's Media Kit, Speaker Reel, One Sheet, Images, and Radio/ Video Interviews:

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Ayutopia International CEO Named Woman of the Year

Ariana Ayu, Ayutopia International CEO and Founder was recently named 2014/ 2015 "Woman of the Year" by the National Association of Professional Women (NAPW) in recognition of outstanding leadership, professional achievements, and her contributions to the field of business development.



In addition to her role as CEO, Ayu is the branding and marketing brains behind Ayutopia International, LLC. An accomplished entrepreneur, author, international speaker, and interpersonal expert, Ayu started her first business (a holistic health and wellness center) when she was 21. Her career has taken her through the fields of corporate and personal finance, natural health and healing, nursing, marketing, branding, and business development.



Last year Ayu completed her first full-length book: *The Magic of Mojo: The Creative Power Behind Success* which is currently in production and will be available in digital and paperback formats Autumn 2014. It is the culmination of much of the work she has done since 2000.

"When I had my wellness center, my specialty was always helping people discover and fulfill their life purpose," says

Ayu. “Gradually my focus shifted to helping them make that life purpose profitable.” Other entrepreneurs and small/micro business owners have been coming to Ariana for help and advice as long as she can remember.

“Having grown up in a very successful entrepreneurial family, I learned more by osmosis than I initially realized,” says Ayu. “When the majority of people coming to me wanted help with their businesses, I realized that, having basically grown up in a board room - privy to all the major strategy and management decisions - put me well ahead of many of my peers.”

Ayu was able to participate and ask business strategy and development questions from an early age, and this knowledge and insight gave her a solid business foundation. Still, she had things to learn. Her first business model (brick-and-mortar) was ill-suited to her travel-heavy lifestyle and was not as profitable as she hoped. Her determination would prove useful though, as her “side jobs” as a corporate treasurer, corporate board member, personal financial advisor, and Registered Nurse all contributed skills she now employs personally and with her clients.

Well-known in the United States and the United Kingdom for her proprietary *Bodacious Branding* system, Ayu develops personal celebrity brands for high-achieving executives and entrepreneurs. She helps her clients discover their innate gifts and build a personal brand that is authentic, memorable, and captivating. “Bodacious is a combination of bold and audacious,” says Ayu. “When everyone in your industry is doing something the same way, it is *bold* to step out of line. It’s *audacious* to be who you readily are in your business. It also make you stand out.”

A common marketing concept is that of your Unique Selling Proposition, or USP. Your USP is what makes you stand out in a crowded marketplace and be chosen over your competition.

“Your USP is You. No one else in the world has the same combination of talents, skills, education, experience, and expertise that you have.”

Ayu says, “When you understand how to build your bodacious brand, and you step into that brand fully - 100% - all the time, your life and business will dramatically change.”

Once her clients understand and embrace their personal celebrity brand, Ayu works with them on their business and marketing strategy. Her health background allows her to be realistic with her clients about what they can achieve and how to be their most efficient. Her philosophy is that your business should help you “earn more, live luxuriously, and be profoundly fulfilled.”

Ayu’s work with external branding also includes oversight of the strategically-branded custom websites developed by her company. “Clients who have budgetary limitations don’t get as much of my time when it comes to their website development, but I always look over the websites put out by my company. This way,



I can still ask the big branding questions, even if the customer isn't ready to figure out the answers. It gives them a sense of what other possibilities are available to them and their businesses." Plus, Ayu continues, it helps ensure she's proud of the final products her team creates.

Evolution and expansion are two major constants at Ayutopia. Having developed a successful external branding strategy, Ayu turned her attention to internal branding and corporate culture development. So what exactly is "internal branding" you may ask?

"I use the term 'internal branding' to refer to the way people inside the company feel about it. If your brand is what your clients think of you, your internal brand is what your team thinks of the organization. It's your internal reputation."

Ayu has worked for small, medium, and large businesses, the largest having over 10,000 employees. As an RN in hospitals with between 3-4,000 employees, Ayu felt the discomfort of being a faceless number in hospital systems that didn't run by their stated values. An entrepreneur at heart, Ayu tried repeatedly to help her units cut costs, run more efficiently, and improve morale. Her realization that managements' open-door policies, committees, and staff meetings never seemed to end in positive progress drove her quickly out of the hospitals. She never lost her love of and compassion for nurses though.

"As an executive in a multi-million dollar small business, I had a drastically different experience of corporate culture." Ayu continues, "Our president made us - the home office staff - increasingly crazy with his insistence on bending over backwards for our employees. Rules were expected to be broken, and we never knew what he was going to promise someone."

Their corporate culture was unmatched in Ayu's other employee experiences. She saw first-hand the value of treating your employees as gold.

"No matter what was going on, the employee loyalty was incredible. People were so happy and grateful to work there. Even after retiring, many of them would decide they were bored with retirement and come back to the company. They knew they were valued and it made a big difference."

Ayu used these experiences to develop her work in corporate culture development. "I talk a lot about creating values-driven brand cultures. When your company values are the foundation for your policies and procedures, your workplace culture will improve drastically." Ayu's experience in diffusing hostile work environments and improving communication between executives/ managers and employees, feeds into her corporate work. "I believe your team is your greatest resource. When you have a happy, harmonious workplace culture, everyone benefits - especially your clients. And when your clients are happy, so is your bottom line."

For more information on Ariana Ayu and Ayutopia International, LLC, please visit www.Ayutopia.com.

