

## MEDIA COVERAGE

Named to the [Thinkers50 Radar 2026](#), Louisa is recognised among thinkers whose ideas are shaping the future of leadership and business. She contributes to leading business publications on how executive teams steer transformation with clarity, judgment, and durable operating design in high-pressure conditions.

- [CNBC Squawk Box](#): What many leaders interpret as market volatility is, in fact, strategic confusion — and what it demands of leadership now [Watch here](#)
- [Fortune](#): A sharp lens on why transformation stalls—when inside constraints and outside assumptions collide—and how bridging them unlocks real progress. [Read article](#). Also picked up in [AOL](#) & [Yahoo Finance](#)
- [Chief Executive](#): The AI market is being actively managed—and valuations are responding. [Read](#)
- [Fortune](#): Davos Day One insights that surface the mood beneath the rhetoric, the risks leaders are quietly responding to, and where deliberate leadership action is now required to avoid strategic drift. [Read article](#) Syndicated by [AOL](#) & [Yahoo Finance](#)
- [The World Financial Review](#): Global Trade is Volatile but Misallocated Attention is What's Costing Leaders. [Read Article](#)
- [Fast Company](#): A sharp examination of AI's paradox: how its power to widen data visibility can fatally narrow human insight and judgment if left unquestioned. [Read Article](#)
- [Financial Times](#): On how AI and data transparency can strengthen one of the world's most fragile and vital systems: supply chains -balancing long-term sustainability with immediate business impact. [Read Article](#)
- [European Business Review](#): On why "familiarity narrows perception" and how leaders must unlearn legacy assumptions to find the "uncaptured company IP". [Read Article](#)
- [Adweek](#): On strategic risks for AI in Marketing [Read Article](#)

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- [Smart Brief](#): On how vulnerability can be a leader's most strategic asset, transforming fear of exposure into clarity, collective intelligence, and resilient growth. [Read Article](#)
- [CEOWorld](#): When leaders move faster than their organizations can think, exhaustion isn't personal — it's a design flaw. [Read Article](#)
- [Finextra](#): A diagnostic look at why financial services' momentum is constrained less by technology than by how decisions, insight, and accountability are structured. [Read article](#)
- [Built In](#): AI is rewriting how leaders diagnose problems and make calls. This piece breaks down the hard rules for keeping analysis sharp, bias visible, and decisions truly data-driven. [Read article](#)
- [Chief Executive Magazine](#): On why traditional KPIs are losing power — and how leaders can shift toward metrics that reflect relevance, learning, and future value. [Read article](#)
- [Embracing Digital Transformation Podcast](#): In conversation with Dr. Darren Pulsipher on staying ahead of disruption through market awareness, experimentation, and leadership grounded in curiosity. [Listen here](#)
- [Quartz.com](#): On the rise of interim CEOs as catalysts for transformation, how the right questions, clarity of mandate, and system-wide adaptability can turn short-term leadership into lasting impact. [Read article](#)
- [European Business Review](#): On how leaders can reclaim clarity and focus in times of turmoil and why transformation stalls without it, and how to shift from busyness to value. [Read article](#)
- [Reworked](#): On the role of human consciousness in the age of AI, and why the real challenge is resisting convenience and awareness of when technology is codifying existing dynamics. [Read article](#)
- [Quartz.com](#): Including my take on Walmart's CEO transition -clarifying the dynamics behind a well-timed exit and the leadership cues that follow. [Read article](#)
- [Reworked](#): On the risks of overreliance on AI copilots -why pairing technology with human judgment is the only way to sustain trust, accountability, and performance. [Read article](#)

- [CEOWorld](#): Vision only matters if it turns into value. A practical look at how mindset, design, and disciplined adaptability help leaders convert ambition into daily execution and measurable transformation. [Read article](#)
- [Reworked](#): On eliminating the hidden cost of 'friction' by embedding governance as infrastructure, turning GenAI hype into realized, long-term ROI. [Read article](#)
- [Packaging Tech](#) on how leaders must protect their proprietary operational knowledge and align their organizational architecture so that AI serves as a strategic driver rather than a tool for efficiency that erodes core intellectual property. [Read article](#)
- Academic Publications: Featured in the DBLP Computer Science Index for work at the intersection of digital infrastructure, leadership, and business reinvention.
- [Leadership Profile](#): Featured in business journal for rethinking global leadership models -proving how trust, flexibility, and strategic clarity can drive performance from anywhere. [Read article](#)
  
- [The Brain Vault Podcast](#): You can't lead what you won't embody. Together we deconstruct the 'spine' of leadership and why most transformations freeze on the floor before they ever reach the market. [Listen here](#)
- [Remarkable Leadership Podcast](#): With Kevin Eikenberry discussing that while transformation is often viewed as a large-scale organizational issue, it is ultimately experienced and enacted by one person at a time. [Listen here](#)
- [Partnering Leadership Podcast](#): Beyond the strategy deck: Why true transformation requires shifting your leadership identity and operating model before you touch the technology. [Listen here](#)
- [SME Strategy & Management Consulting Blog](#): Reflecting with Anthony Taylor on the value of a diverse career and why the future of leadership rests on curiosity, clarity, and human understanding. [Read here & Watch here](#)
- [Profiles in leadership podcast](#): Successful leadership transformation requires shifting from static management to "embodied motion" by aligning human identity with organizational strategy. [Listen here](#)

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- [The Career Evangelist](#) On what it takes to grow into leadership, even before you get the title [Listen here](#)
- [Tech Snippets](#) In an era of rapid technological disruption, the most critical leadership skill is the art of "motion": the ability to act with clear strategic intention and conviction even when the path forward is not yet fully defined. [Listen here](#)
- [Leadership on the Rocks Podcast:](#) Exploring with Bethany Rees why every leader's most powerful tool is themselves, and how alignment across turns awareness into action. [Listen here](#)
- [Innovation Meets Leadership podcast:](#) Dissecting mindset shifts for modern leaders, revealing why the "right answer" isn't enough, bridging traditional & platform business, and tackling internal fears. [Listen here](#)
- [The Business Strategist:](#) On scaling insights, tackling short-termism, resistance to change, and lack of courage, and why true growth starts with the leader transforming themselves. [Watch here](#)
- [Beginners Guide to AI:](#) AI won't replace you, but bad leadership will. [Listen here](#)
- [Win Make Give Podcast:](#) On exploring how to shift focus from short-term success to the ultimate goal of cultivating a lasting legacy in both business and life. [Listen here](#)
- [WSOU: Thank God For Monday Audioshow:](#) On the dual mandate of modern leadership: empowering others to lead effectively by seamlessly integrating both technology and people. [Listen here](#)
- [Cutting Through Podcast:](#) Talking about what really happens when leaders cut through the noise? Exploring the tension, the choices, and the courage it takes in Cutting Through. [Listen here](#)
- [Transform Talks Podcast:](#) On leading systemic change through empathy, breaking down data silos, and enabling real transformation across industries. [Listen here](#)
- Tech Awards: On stage with marketing effectiveness expert Peter Field, discussing how diversity, courage, and technology shape future-ready organizations. [Watch here](#)

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- [Leadership Anatomy In Motion](#), Fast Company Press 2025. Available in Hard Copy, POD, and Audiobook
- [Thinkers50 Official Profile](#) (January 2026): Featured as part of the Thinkers50 Radar Class of 2026.
- [NonFiction Book Award](#) Medalist awarded on evaluated on depth, structure, and editorial discipline [Read more here](#)

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